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Zab's introduces new cart design

Narrowing the gap/Page 35

Happy Joe's pizza seeks franchisees

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The Weekly Newspaper of the Food-Service Industry

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Clamor heard for ethnic food

NRN *polls consumers*

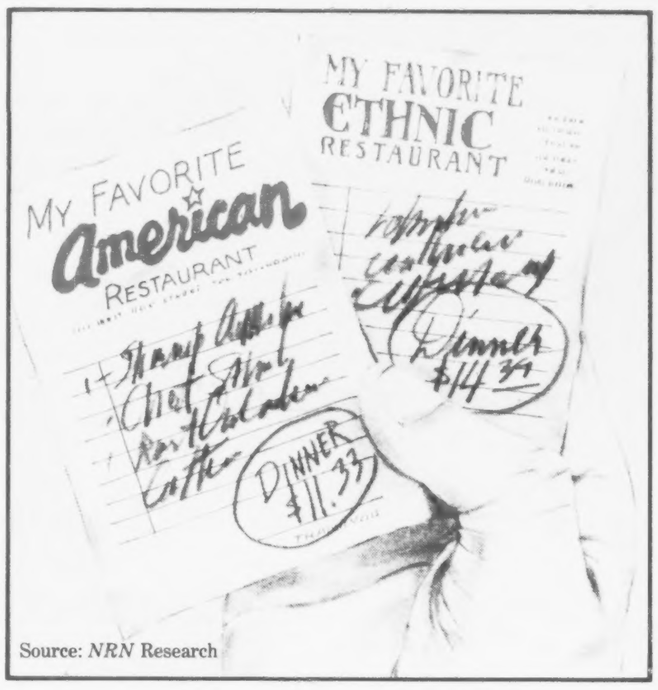
By Joe Edwards and Peter Romeo

Consumers who like "ethnic foods" a lot said they do not eat them more often because there are no good ethnic restaurants near their homes, according to a *Nation's Restaurant News*' consumer preference poll. *(For full reports and charts, see the Focus section, pages F1-F18.)*

Fifty per cent of the respondents who said they liked ethnic foods "a lot" cited the unavailability of good ethnic restaurants as the main reason they do not order them more often when they are dining out.

Young urban professionals are the biggest fans of ethnic restaurants, according to the nationwide survey of 502 adults. Men and women between the ages of 21 and 34 who live in cities and earn $35,000 a year or more patronize restaurants serving tapas, tacos, egg rolls and other ethnic dishes more frequently than do all

*(See **ETHNIC**, page 4)*



Source: *NRN* Research

Bitter Taco Bell licensees protest

Company rejects complaints

By Richard Martin

IRVINE, Calif. — Dissident Taco Bell franchisees are complaining bitterly about competition from new company-owned restaurants, uncompromising demands that they make expensive unit upgrades and the allegedly high-handed edicts from the franchisor regarding regional advertising co-op policies.

However, Taco Bell president and chief executive John Martin dismisses the franchisees' complaints as "absolute baloney." Company officials said that the allegations are coming from a small but vocal group of franchisees.

The squabbling between franchisees and the franchisor comes at a time when Taco Bell, the big enchilada of the Mexican segment, is steadily consolidating its strengths nationally and especially on its Southern California home turf. Taco Bell officials said the unit upgrades are necessary if the chain is to effective-

*(See **TACO BELL**, page 125)*

IRS investigators finding widespread underreporting of tips

By Alan Liddle

SAN FRANCISCO — Internal Revenue Service agents investigating compliance with federal tip reporting laws contend that 65% of the employees at the first restaurant examined here underreported their gratuities. Another 29% at the same restaurant failed to file an income tax return of any kind.

"Clearly the majority of the group was not made up of illegal aliens," said IRS spokesman Larry Wright of those who failed to file returns. He alleged some of the workers found violating tax laws "drive Mercedes and live in the better parts of the city."

Wright refused to disclose the name of the restaurant, saying only that it was one of at least 25 Bay Area outlets, many of them well known, targeted for server audits. Employees of the restaurant in question allegedly underreported $134,500 in tip income, he said, and were assessed an additional $28,000 in taxes and $18,000 in interest and penalties.

The San Francisco audits are part of a nationwide survey of 1,400 bars and restaurants by the IRS. Results of that study are to be submitted to Con-

*(See **IRS**, page 125)*

McFaddin's Sargent leaving to be franchisee

By Charles Bernstein

HOUSTON — When J. Stuart Sargent sold his expanding 12-unit Dallas-based Studebaker's entertainment-club chain to Lance McFaddin here for $9.6 million worth of stock almost a year ago, Sargent expected to play a major corporate role in McFaddin Ventures as well as in Studebaker's.

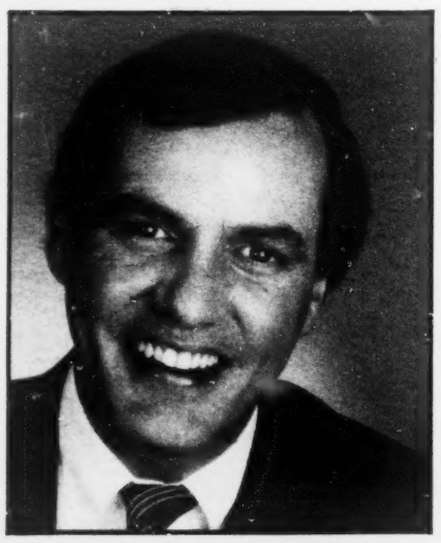
However, Sargent learned the hard way what so many other chief executives have learned when they sold their chains. Instead of retaining entrepreneurial roles and gaining stature, they generally wind up "leaving" within a year or two.

Lance McFaddin, 45, the founder, remained chairman, president, chief executive, chief operating officer and the company's major stockholder. "Of course I would keep these positions," he said. "It's my company."

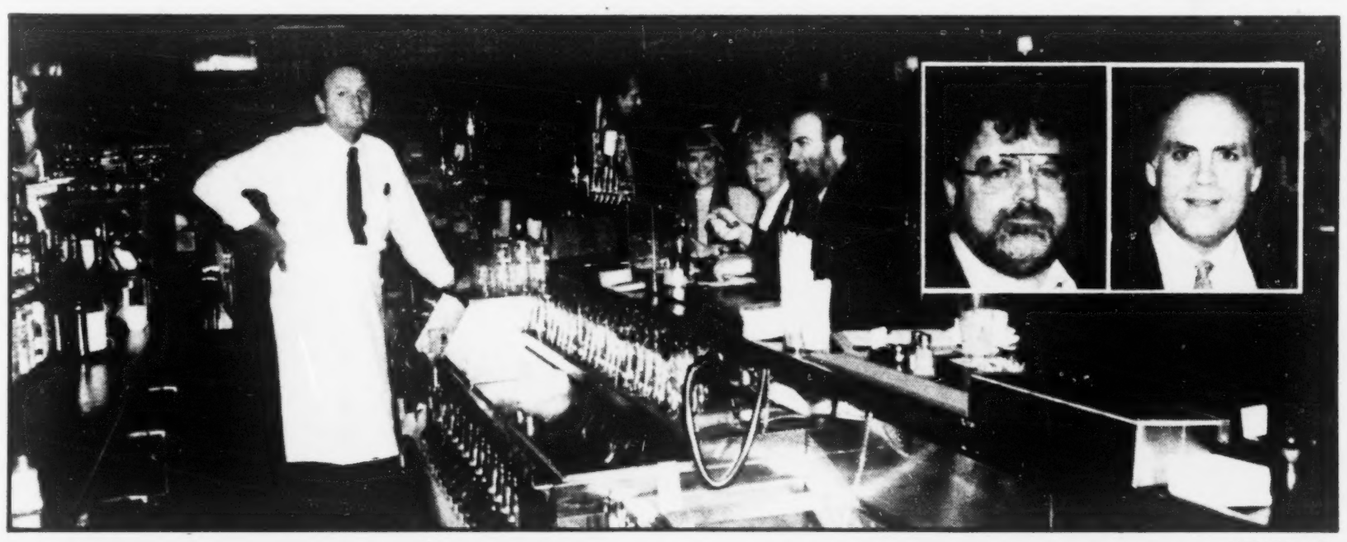
Sargent, 36, became senior vice president for corporate development, and Gary Connolly ran Studebaker's (now 18 units) as corporate operations senior vice president.

Now, explaining Sargent's pending departure to become

*(See **SARGENT**, page 4)*



J. Stuart Sargent
Founded Studebaker's



NRN Photos

The bar at P.J. Clarke's in Chicago. Inset, co-owners Phil Farley, left, and Terry Newman.

P. J. Clarke's opens in Chicago

City's newest 'adult' bar works to duplicate N.Y. legend

By Carolyn Walkup

CHICAGO — Songs by Lionel Hampton and Doris Day are on the jukebox, burgers and chops are featured on the menu and not a fern is in sight. Welcome to P.J. Clarke's, Chicago's new "adult" saloon that is trying to duplicate the success of its famous New York namesake.

Two longtime fans of the legendary P.J. Clarke's on Third Avenue in Manhattan, lawyer Terry Newman and real estate developer Phil Farley, along with a third silent partner, decided Chicago needed a similar no-nonsense saloon.

"We love P.J. Clarke's," Newman said. "We are too old for the Division Street kids' bars and too young to stay home." He was referring to the many Rush Street area singles bars nearby.

The partners bought the name, menu and

*(See **CLARKE'S**, page 125)*

Carney named 1986 MUFSO Pioneer winner

To receive special award at September conference

NRN Photo

Frank Carney
Flakey Jake's chairman

NEW YORK — Frank Carney, who co-founded Pizza Hut almost 30 years ago with his brother and built it into a premier pizza chain by the 1970s, has been named *Nation's Restaurant News'* 1986 Multi-Unit Food-Service Operators (MUFSO) Pioneer of the Year.

He will be honored at a kickoff cocktail party for the annual MUFSO conference at the downtown Atlanta Hilton Sunday evening, Sept. 14. One thousand industry executives are expected to attend. He will also be lauded at *NRN*'s MUFSO awards banquet Tuesday evening, Sept. 16.

(Full details on the Sept. 14 7 MUFSO conference are available from NRN MUFSO coordinator Ms.Chris Hernandez at (2l2) 371-9400, ext.. 282 or 283.)

Geared to the theme "The Future Is Now," the conference will feature Gerald R. Ford, former president of the United States; keynote speaker Jim Peterson, Whataburger president and incoming National Restaurant Association treasurer; headline speakers Kenneth Blanchard, author of "The One-Minute Manager," and Donald Beveridge, a leading entrepreneurial motivational speaker; Jim Hasslocher, president of Frontier Enterprises and incoming NRA president; and Norman Brinker, who is president of Chili's and will again moderate the presidents' panel.

William Fisher, NRA executive vice president and staff chief, will serve as chairman of a special economic summit forum. Other presentations will highlight the latest in food trends, leading independent restaurant group concepts, innovative food-service opportunities in mobile units and convenience stores, sweets and snacks chains, maximizing liquor profits in a tough environment, overcoming site selection challenges, developing more efficient delivery-distribution services, the takeout and home delivery boom and innovative employee training.

The Tuesday evening banquet will also feature *NRN*'s six annual Golden Chain awards to leading food-service chain operators, the MUFSO Operator of the Year and *NRN*'s new Excellence in Advertising on Television (EAT) awards.

An exclusive *NRN* survey of unique consumer attitudes toward previously unexplored aspects of food service will be unveiled Wednesday morning, Sept. 17, just before the presidents' panel delves into the key issues that have arisen at the MUFSO conference.

Carney is currently fighting a bitterly competitive battle as chairman and chief executive of Flakey Jake's. Previous *NRN* MUFSO pioneers of the year were the late Colonel Harlan Sanders, the late Ray Kroc, the late J. Willard Marriott Sr., Alex Schoenbaum and James McLamore.

New bills would create liability insurance pool

Quick passage sought by sponsors

NRN *Washington Bureau*

WASHINGTON — Congressmen on both sides of Capitol Hill have unveiled new legislation to cure the restaurant industry's "dramshop" blues by allowing food-service operators to pool their resources to purchase general liability insurance coverage.

In the House chamber Rep. Ron Wyden (D-Ore.) advanced his Risk Retention Act Amendments of 1986 and urged fellow colleagues to quickly pass the measure "in order to avert certain doom for many of our business owners and professionals who stand to lose everything" before the current liability crisis is over.

> *'Premiums have gone through the roof, threatening to hamstring restaurateurs.'*

The Oregon lawmaker said that present liability insurance premiums have "gone through the roof, threatening to hamstring or drive out of business restaurateurs" and other small businessmen.

A recent Gallup organization survey conducted for the National Restaurant Association (NRA) indicated that 69% of the respondents reported an increase in their liquor liability

*(See **INSURANCE**, page 121)*

Dramshop reform necessary, NRA rep tells subcommittee

NRN *Washington Bureau*

WASHINGTON — Food-service industry representatives told Congress that dramshop laws—measures that hold the server of alcoholic beverages accountable for the actions of intoxicated customers—must be reformed in order to eliminate the abuses in liquor liability suits now facing restaurant and tavern owners across the United States.

> *'The restaurateur is not the actual cause of the damage, but he or she is held liable anyway.'*

In recent testimony before the House Subcommittee on Oversight, Ronald A. Sarasin, government raelations director of the National Restaurant Association (NRA), said recent polls show that in the past year there has been a 300% increase in liquor liability suits brought against food-service operations.

"There has also been an equally alarming increase in the size of the out-of-court settlements and jury awards that result from these suits," Sarasin said.

Currently, 18 states have dramshop laws, 17 states have the same liability through common law precedent and five states have both dramshop law and common law liability.

Sarasin told lawmakers on the subcommittee that recent liquor liability awards include a $3.9 million settlement against a Chinese restaurant in Massachusetts, a $4.3 million verdict

*(See **DRAMSHOP**, page 121)*

NRN FACT FILE

VEGETABLE POPULARITY POLL

	Total	Men	Women
Broccoli and cauliflower	40%	29%	49%
Peas and beans	26	34	18
Carrots	14	15	14
Spinach	10	11	9
Brussel sprouts	5	6	5
Not stated	5	5	5

Source: EPCOT Poll/Walt Disney World

More than 7,800 adult visitors to Epcot Center in Lake Buena Vista, Fla., were asked to name their favorite vegetable. The poll was conducted from Dec. 24 to Jan. 13.

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LATE NEWS DIGEST

Chi-Chi's dispute settled

MINNEAPOLIS — Consul Restaurants Corp., the largest Chi-Chi's Mexican dinnerhouse licensee, said it had settled a royalty-fee dispute with franchisor Chi-Chi's Inc. by agreeing to pay an undisclosed amount in cash and surplus restaurant equipment over the next two years.

In exchange, Chi-Chi's Inc. has agreed to forgo royalties from several ailing Consul restaurants in Texas and Washington for a year and Consul was released from development deadlines until September when a new schedule will be signed, Consul said.

Cain to head Godfather's

MINNEAPOLIS — Herman Cain, former vice president and Philadelphia regional general manager of Burger King, has been named president of Godfather's Pizza, succeeding Pete Pettis who left the company. Godfather's Pizza and Burger King are both owned by Pillsbury Corp. based here.

Friday's tests breakfast

DALLAS — TGI Friday's is now serving breakfast at its 11 Dalts outlets and is testing a takeout window at one of its T.G.I. Friday's stores to bolster company sales and profits.

The strategy also includes an effort to stem rising labor costs by cutting turnover and streamlining kitchen operations, and reducing capital investments by developing a smaller T.G.I. Friday's prototype.

WALL STREET UPDATE

2.9

Index hits 167.3

NEW YORK — The *Nation's Restaurant News Stock* Index rose 2.9 points in the week ended April 4 to close at 167.3, the ninth consecutive weekly record finish. But declining issues outnumbered advancers by about 5 to 2.

(Story and charts on pages 126-127)

Fire damages Blue Boar

SAN FRANCISCO — The Blue Boar Inn, a popular 100-seat restaurant here serving French-California cuisine, was extensively damaged by a three-alarm fire early April 4.

Brian Weatherhill, whose family owns the 20-year-old Lombard Street establishment, said the second story was destroyed and the first floor heavily damaged in the blaze that apparently started behind the bar. Weatherhill said he plans to reopen Blue Boar.

Vegetable oil surplus forces some prices down

NRN Special Report

The world vegetable oil surplus is directly benefiting operators with dropping prices of frying fats, salad dressings, mayonnaise and margarine. Although prices still have not worked their way down the distribution chain since the latest downturn about the end of January, most crude fats and oils are now about 50% to 60% of what they were last year at this time.

Several reasons account for the drop in price of the raw ma-

Commodities

terials. The United States has a major surplus of vegetable oils, particularly soybean oil. There is a greatly increased supply of palm oil, which is competitive with soybean and cottonseed oils. Indonesia and Malaysia are pumping out larger quantities of palm oil this year than ever before. And Argentina and Brazil have upped their output of soybean oil, which has depressed world markets even more.

There are also larger supplies of lard and tallow on hand. The two animal fats are directly affected by the price of vegetable oils. Manufacturers of frying oils, especially, often alter their ingredients depending on which one is cheaper: vegetable oils or animal fats. (Unless pure vegetable oil is specified on the label, the ingredient list will usually show both animal and vegetable oils couched in general terms that allow the manufacturers to vary the percentage without reprinting labels.)

Palm oil supplies in this country have enlarged as much as 48% over last year's figure. Soybean processors are cutting back milling operations, hoping the surpluses will shrink. One side effect of the reduction is the shrinking supplies of soybean meal, a major animal feed. Soybean meal prices have grown more than 25% over what they were the first quarter of last year. That has a direct influence on the costs of meat.

The vegetable oil outlook is for continued surpluses and low

*(See **BEEF**, page 121)*

PRICE MOVEMENT AT A GLANCE

	Mar. 31, 1985	Feb. 28, 1986	Mar. 31, 1986
Beef, Choice, 700-900 lb., Midwest (lb.)	$0.91	$0.90	$0.84
Broilers, Grade A dressed, icepack, NYC (lb.)	$0.4861	$0.5435	$0.4721
Eggs, large white, Grade A, Chicago (doz.)	$0.635	$0 65-$0.68	$0.79-$0.82
Lettuce, iceberg, No. 1, Calif. & Ariz. (24s)	$3.00-$4.50	$3.00-$3.50	$8.00-$10.00
Pork loins, No. 1, 14-17 lb., Midwest (lb.)	$0.81	$0.89	$0.89
Cottonseed oil, crude, Miss. Valley (lb.)	$0.30	$0.16125	$0.175
Lard, Midwest (lb.)	$0.24	$0.12	$0.12
Palm oil, refined, New Orleans port (lb.)	$0.31	$0.12	$0.1475
Soybean oil, crude, Midwest (lb.)	$0.3239	$0.16125	$0.1924
Tallow, edible, Midwest (lb.)	$0.24	$0.145	$0.125

Source: *NRN* research

Prices listed are packers' f.o.b. plant, unless specified, and do not represent the prices paid by the operator. This list is only a reference to indicate price trends against benchmarks of one year ago and one month ago. Products listed are those showing marked movement in price.

Lack of nearby ethnic restaurants slows growth

(Continued from page 1)

other groups.

Independent restaurants that specialize in ethnic foods do a better job in attracting all ethnic food lovers than do chain restaurants, according to the survey. Respondents said 67% of all the ethnic meals they purchased in their last five restaurant visits were at independent restaurants.

The survey also showed that consumers order ethnic foods 23% of the times they order in or from a restaurant.

Other findings of the survey, which was conducted in late January and early February:

- Nearly one in three respondents identified an ethnic restaurant as his favorite restaurant.
- Fourteen per cent of those who said their favorite restaurant is an ethnic restaurant visit that restaurant more than once a week.
- Those who named an ethnic restaurant as their favorite restaurant spend an average of 22% more at dinner and 40% more at lunch than do those who said an American restaurant was their favorite.
- Forty per cent of all ethnic meals ordered from restaurants was Italian and 30% was Chinese.
- Eighty-five per cent of respondents said they liked Italian food "a lot," and 58% said they liked Chinese food "a lot."
- Only 3% named a French restaurant as their favorite dining-out spot, compared with 7% who cited a Chinese restaurant and 6% who indicated an Italian restaurant.
- Most consumers who never tried French, Spanish, Japanese, Argentine and Greek foods would like to order them in restaurants.
- Interest in sampling ethnic foods among consumers who had never tried them waned among the older ones. Respondents between the ages of 21 and 34 expressed the strongest desire to sample ethnic foods they never tried; those 55 and older were least interested in trying ethnic foods they had never tasted.
- Other reasons for not ordering ethnic foods in restaurants more often that respondents who said they liked ethnic foods "a lot" gave: haven't had the opportunity, friends and family would prefer to go elsewhere, too spicy, too fattening, too expensive, and only like to eat ethnic foods once in a while.

Forty per cent of all ethnic meals ordered from restaurants was Italian.

Sargent plans franchise after leaving McFaddin

(Continued from page 1)

a McFaddin Chicago area licensee, Lance McFaddin and Sargent maintained in a joint interview last week that "we admire and respect each other, we get along beautifully and there is no friction whatsoever between us or anywhere in this company."

Although they denied any clash of egos, Sargent emphasized that "I guess the corporate world is not for me, and I am thrilled to be returning to a wonderful entrepreneurial opportunity."

Sargent will retain an office at McFaddin's headquarters rather than in Chicago and will remain on the McFaddin board. He, McFaddin operations vice president Gene Gunn and Chicago Bears football star Walter Payton will be partners in a Chicago area licensee to be known as the Leisure Management Group.

Initially, they plan to operate Studebaker's unit in Schaumburg, Ill.; an Ocean Club in Lombard, Ill., and a Confetti's.

Meanwhile, Lance McFaddin openly discussed the serious problems which in the last six months have afflicted his 46-unit group of entertainment clubs around the country, believed to be the largest such group in this category. Revenues plummeted 20% to $13.2 million and net profit dipped from $1.2 million to $41,000 for the first quarter ended in late February. And McFaddin's stock dropped from 10.5 last October to 5 on the American Exchange.

He pinpointed as causes of the precipitous sales declines "rising public concern over drinking and driving, AIDS and "social scares " and lifestyle changes toward health and fitness with "a new ethic of work more and play less."

But McFaddin emphasized that he is sticking with his same basic format of appealing largely to singles and young upscale people in their 20s and 30s. He also indicated that the mix of 90% of sales from drinks would remain and that "we really are not in the restaurant business."

"Our idea of targeting each of our club concepts for a somewhat different segment is perfectly viable," he declared. As examples, he cited Studebaker's appeal to those in their 30s and Confetti's appeal to those in their 20s "who love to go to clubs." Acapulco Bars and the newer upscale Rialtos and Ocean Clubs also appeal to slightly different segments.

Asked if the club concept itself was growing stale, McFaddin asserted: "Absolutely not. Clubs have been hot in one form or another around the world for thousands of years and will continue to be so."

The way he plans to rebound is with weekday admission charges of $1 or $2 and an increase in weekend admission charges to a $2-$5 range. "These are actually low admission charges for an entertainment club," he noted, "but will enable us to regain our sales and profit momentum."

Other "action plans" being launched by McFaddin include "appropriate adjustments in corporate and unit overhead in terms of revenue and productivity projections" and "repositioning several existing clubs with less costly reconcepting designs and methods than those used previously for new clubs." In essence, he is seeking lower investment costs and a higher ROI.

He also hopes to open five Ninfa's Mexican restaurants within another year under a development agreement with the eight-unit Ninfa's chain. McFaddin also has a licensing agreement with Japan's Duskin Company to develop Studebaker's there.

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Vol. 20, No. 16 April 14, 1986

Survey: Travelers average $47.73 daily on hotel food

New York most expensive on list of 100 cities

NEW YORK — Business travelers spent an average of $47.73 per day on hotel food while they were visiting the nation's 100 busiest commercial cities in 1985, according to a recently released survey.

AVERAGE PER-DAY DINING COSTS

Breakfast	$ 6.53
Lunch	10.73
Dinner	22.26
Tax	1.98
Tip	6.23
Total	$47.73

Source: Laventhol & Horwath, *Corporate Travel*

The daily tally breaks down to average expenditures of $6.53 for breakfast, $10.73 for lunch, $22.26 for dinner, $1.98 for tax and $6.23 for tips, according to the survey, which was conducted by the hospitality accounting firm Laventhol & Horwath.

The firm asked more than 700 hotels in 100 cities what they charged for specific meals Laventhol & Horwath determined are typically eaten by business travelers while on the road. The "average" meals consisted of two eggs, breakfast meat, toast, juice and coffee for breakfast; a bowl of soup, turkey club sandwich, soft drink, pie and coffee for lunch; and shrimp cocktail, prime rib, salad, vegetable *du jour*, ice cream and coffee for dinner.

The survey found that the daily expenditures for meals consumed within hotels were highest in New York ($92.72); Washington, D.C. ($66.88); Dallas-Ft. Worth ($66.10); San Francisco ($64.75); and Santa Barbara, Calif. ($61.15).

Daily meal expenditures were lowest in Harrisburg, Pa. ($37.27); Toledo, Ohio ($37.55); Wichita, Kans. ($38.26); Tallahassee, Fla. ($38.67); and Madison, Wisc. ($38.73).

"Food costs are not directly proportional to size of [the] city or hotel room costs," commented Marc Lomanno, director of research for Laventhol & Horwath. "The menu prices of local restaurants near a hotel often have more of an impact than the city in which the hotel is located."

MOST AND LEAST EXPENSIVE HOTEL DINING CITIES FOR BUSINESS TRAVELERS

Most Expensive		Least Expensive	
City	Per-Day Average	City	Per-Day Average
New York	$92.72	Harrisburg, Pa.	$37.27
Washington, D.C.	66.88	Toledo, Ohio	37.55
Dallas/Ft. Worth	66.10	Wichita, Kan.	38.26
San Francisco	64.75	Tallahassee, Fla.	38.67
Santa Barbara, Calif.	61.15	Madison, Wis.	38.73

Source: Laventhol & Horwath, *Corporate Travel*

New York hotel restaurants were by far and away the most expensive for business travelers during 1985. The survey showed Big Apple properties charged $12.46 for breakfast, or almost double the national average; $21.38 for lunch, or almost the national mean for dinner; and $40.47 for dinner, or almost the national average for all three meals.

But high average tickets did not necessarily translate into larger profit margins for New York hotels, according to Bjorn Hanson, a partner of Laventhol & Horwath.

"It costs $12 just for labor for each breakfast served [in a New York hotel]," he said. "Food costs are very low. But even if the food were free, a hotel would still have to get at least $12 just to break even."

The Laventhol & Horwath survey was commissioned by *Corporate Travel*, a publication for corporate meeting planners and travel managers.

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The Weekly Newspaper of the Food Service Industry

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USACafes sells rights

DALLAS — USACafes has sold franchise development rights for its Bonanza family steakhouse chain for the Kansas City, Mo., area to MO-KAN Restaurant Enterprises Inc. of Independence.

MO-KAN plans to open seven new Bonanzas over the next three years. The first restaurant is scheduled to open in the Kansas City metropolitan area in September.

In addition to being the international franchisor of the 55-unit Bonanza chain, USACafes also owns the Culpepper's Barbecue restaurant chain.

T.R. Restaurants buys Fla. units

MIAMI — T.R. Restaurants of Paramus, N.J., has purchased six existing Tony Roma's restaurants in Dade County and one in West Palm Beach, Fla.

T.R. Restaurants plans to open an additional 15 Tony Roma's units in Palm Beach County and the central Florida area surrounding Orlando, according to Fred Kassner, president of the franchise company.

"The operating Tony Roma's will remain open, retaining current employees who will now be on the payroll of the franchisee," said a spokesman for T.R. Restaurants.

FOCUS | NRN

ETHNIC FOODS

WHAT AMERICAN CONSUMERS WANT

By Peter Romeo

Although hamburgers, steaks and other American foods are still the nation's most popular menu items, consumers are now opting for ethnic foods about once every four times they order in or from a restaurant, according to a new survey.

The survey, conducted exclusively for *Nation's Restaurant News*, also found that 28% of Americans give more of their business to an ethnic restaurant than to any American place, 28% name an ethnic outlet as their favorite dining establishment and 14% who name an ethnic place as their favorite restaurant frequent it more than once a week.

In addition, consumers who cited an ethnic place as their most frequented restaurant spend an average of 22% more at dinner and 40% more at lunch in the outlet than what consumers spend in the American restaurant they visit most often.

The study, based on telephone interviews with 502 consumers nationwide, supports a prevalent belief in the food-service industry that ethnic restaurants have carved out a very comfortable market niche for themselves during the last few years.

However, the findings indicate that certain ethnic cuisines supposedly surging in popularity may not yet be as "hot" as many food-service people believe.

For instance, the survey found that only 4% of the last five meals respondents ordered in or from a restaurant were Mexican, and only 1% were Japanese.

Similarly, meals of such supposedly up-and-coming cuisines as Thai, Ethiopian and Spanish food were ordered too infrequently by the survey's respondents to have any statistical significance in measuring consumer consumption patterns.

Overall, the study indicated that the most popular types of ethnic foods are those that have been on the American dining scene the longest.

For instance, of all the ethnic meals respondents reported ordering from a restaurant, about 40% were Italian and about 30% were Chinese.

Italian food is ordered far more often than any other type of ethnic cuisine, or roughly once every 10 times a consumer visits a restaurant, orders take-out or has a meal delivered, according to the survey. Respondents reported that 9% of their last five restaurant meals were Italian.

In addition, 98% of the respondents said they at least like Italian cuisine, and 85% said they "like it a lot." No other ethnic cuisine was rated so highly.

Curiously, Chinese restaurants were named by 7% of respondents as their favorite dining spot, while Italian places were named by 6%. But when respondents were asked what restaurant they frequent most often, 12% named an Italian place and only 6% cited a Chinese outlet.

Respondents said that 7% of the last five meals they ordered in or from a restaurant consisted of Chinese food. That figure is almost double the tally for Mexican meals and seven times the percentage for French meals.

Respondents also indicated that they like Chinese food more than any other type of ethnic cuisine except Italian fare. Eighty-three percent of those surveyed said they at least like Chinese food, and 58% commented that they like it a lot.

Seventy-eight percent of the participants said they at least like Mexican food, and 45% indicated that they like it a lot. Four percent of respondents cited Mexican restaurants as the places they frequent most often, and 6% named a Mexican outlet as their favorite restaurant."

Only 3% of respondents named a French restaurant as their favorite, and only 1% cited a French place as the outlet they frequent most often. Greek places, in contrast, were named by 2% of those surveyed as their most frequented restaurant.

Although 57% of respondents said they at least liked French food, only 26% commented that they like it a lot.

One of the survey's more surprising findings was that 37% of the respondents had never tried French food. Twenty-two percent of those 187 con-

*(See **CONSUMERS**, page F4)*

Methodology

For this *Nation's Restaurant News* ethnic foods study, telephone interviews were conducted with a national probability sample of 500 male and female heads of household, 21 years of age and older. Qualified respondents were those who said they eat lunch or dinner at a restaurant or order lunch or dinner to take out or be delivered from a restaurant on an average of at least twice a month. Interviewing was conducted between Jan. 25 and Feb. 5 under the supervision of the Lebhar-Friedman Research staff.

TYPE OF FOOD PURCHASED BY CONSUMERS THE LAST FIVE TIMES THEY ORDERED IN OR FROM A RESTAURANT

	% of All Meals	Sex		Age			Income			Region			
		M	F	21-34	35-54	55 & older	Under $25,000	$25,000-$34,999	$35,000 or more	North-east	South	Mid-west	West
American	74%	73%	75%	69%	74%	81%	72%	78%	71%	74%	79%	75%	67%
Total ethnic	23	24	23	29	23	16	24	19	28	23	20	21	31
Italian	9	11	8	11	9	7	10	8	11	10	7	9	10
Chinese	7	7	7	7	8	6	7	5	9	7	7	6	9
Mexican	4	4	4	6	3	3	4	4	4	2	4	4	7
French	1	*	1	1	1	*	1	*	1	1	*	1	1
Japanese	1	*	1	1	*	*	1	*	1	1	*	*	2
Other	1	1	1	2	1	1	1	1	2	2	1	1	1

*Less than 0.5%

Source: *NRN* Research

TYPE OF FAVORITE RESTAURANT

	Total	Sex		Age			Income			Region			
		M	F	21-34	35-54	55 & older	Under $25,000	$25,000-$34,999	$35,000 or more	North-east	South	Mid-west	West
American	68%	64%	70%	60%	65%	83%	73%	73%	59%	65%	70%	72%	62%
Chinese	7	5	8	8	8	3	7	6	8	7	10	6	5
Italian	6	8	5	9	6	4	5	8	7	11	4	4	3
Mexican	6	5	6	9	6	*	7	6	6	3	3	7	12
French	3	3	4	3	5	2	1	1	8	5	2	1	6
Japanese	2	3	1	4	1	1	2	1	3	1	2	1	5
Greek	2	3	1	1	2	2	1	*	2	1	2	2	1
Other	2	3	3	3	3	2	2	3	4	4	3	2	2

*No responses, or too few to be statistically significant

Source: *NRN* Research

Italian food is ordered more often than any other ethnic cuisine, about once in every 10 restaurant visits.

FOCUS NRN

ETHNIC FOODS

Men voice stronger preference for 'newer' cuisines

Men participating in *Nation's Restaurant News* study of ethnic food preferences indicated a stronger preference than women for such "newer" cuisines as Mexican, Japanese, Thai, Cuban and Argentine foods.

Conversely, female respondents demonstrated a stronger preference than males for Italian and Chinese foods, both of which have been widely known in this country for decades.

Overall, the study showed that men order ethnic foods slightly more frequently than women do. Male respondents reported that 24% of their last five purchased meals were ethnic, compared with a 23% share for women.

In addition, male respondents were more likely than women to name ethnic places as their favorite and most-frequented restaurants.

Cutting across gender lines were clear indications that ethnic foods have their strongest following among persons who reside in a city, are 21 to 34 years of age and have annual incomes of $35,000 or more. The findings lend credence to a prevalent belief that "yuppies," or young urban professionals, are a major factor behind the proliferation of ethnic restaurants.

Respondents aged 21 to 34 indicated that 29% of their last five restaurant meals were ethnic, whereas the percentage was 23% for persons in the 35-to-54 age bracket and only 16% for respondents aged 55 or older.

Thirty-seven percent of respondents falling within the 21-to-34 age bracket named an ethnic place as their favorite restaurant, far above the 13% of persons aged 55 or older who did so.

In addition, virtually every type of ethnic food mentioned in the telephone survey was given the highest preference rating by the youngest age group. The highest discrepancy between the preference ratings for respondents aged 21 to 34 and those 55 or older was for Mexican food, which 58% of the young group said they "like a lot." Only 32% of respondents falling in the 55-and-older category gave that rating to Mexican fare.

Every type of ethnic food except Cuban fare also received a higher preference rating from respondents earning at least $35,000 annually than from those participants with a lower income.

For instance, 76% of those earning at least $35,000 said they like French food, while only 44% of participants earning under $25,000 gave that rating.

However, respondents earning under $25,000 indicated that of the last five meals they had purchased from a restaurant, 24% were ethnic. The percentage for participants earning at least $35,000 was only slightly higher, or 28%.

Respondents residing in the West recalled that 31% of their last five purchased meals consisted of ethnic fare, making that region the strongest geographic market for ethnic places. The comparable figures for other regions were 23% for the Northeast, 21% for the Midwest and 20% for the South.

Respondents from the West were also more likely to name ethnic restaurants as both their favorite and most frequented dining spot.

One of the survey's more curious findings was that respondents with teenaged children were the least frequent customers of ethnic restaurants, with ethnic foods accounting for only 17% of their last five restaurant meals. Yet participants falling into the more general "have children" category were no less likely than childless respondents to order ethnic fare; both groups indicated that 23% of their last five purchased meals was ethnic.

Also, respondents with children aged 12 or younger reported that 24% of their last five meals was ethnic.

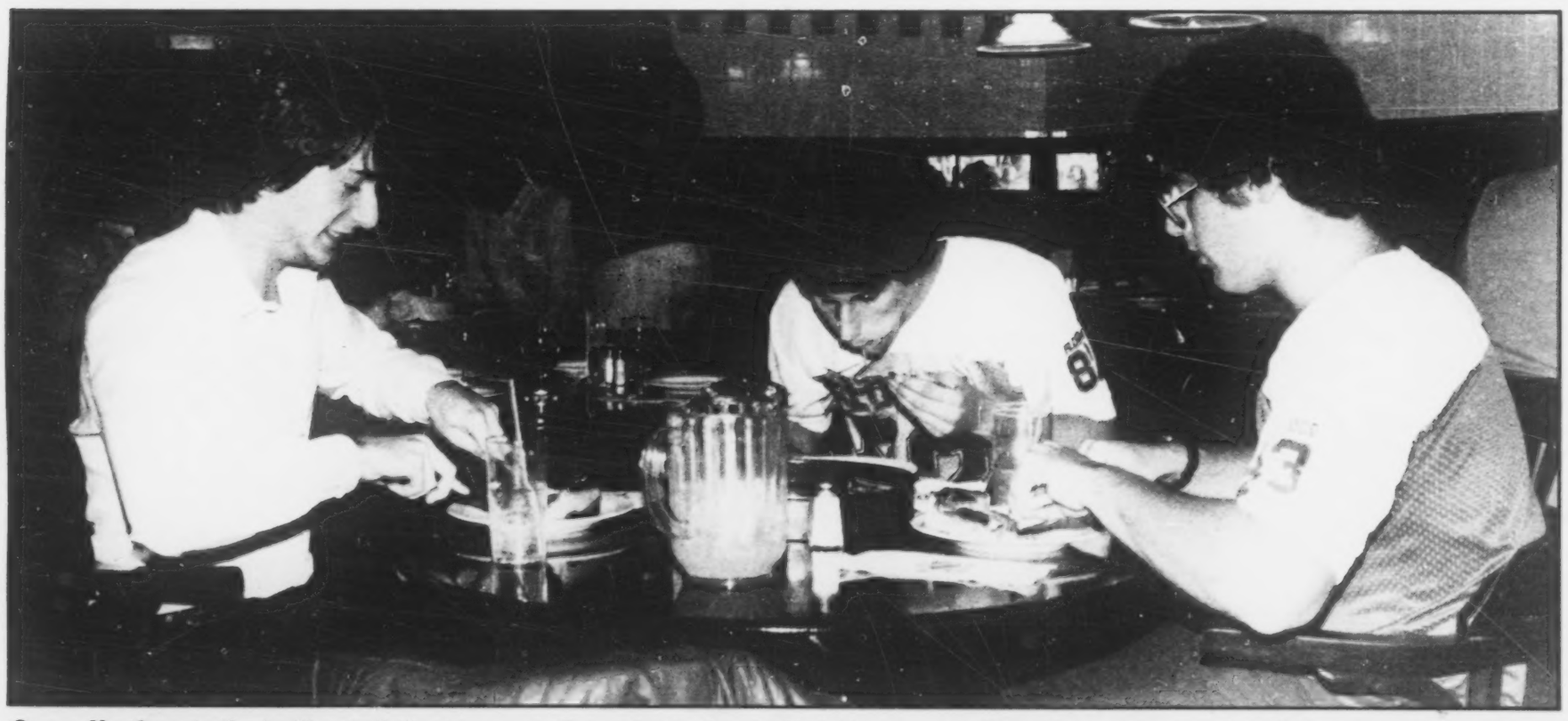
The survey does not indicate why consumers with teenaged children are less likely than other Americans to order ethnic foods. However, persons with teenaged children tend to be older than persons with younger children or those who have no offspring and hence, according to the study, less likely to order ethnic foods.

TYPE OF RESTAURANT EATEN AT OR ORDERED FROM MOST OFTEN

	% of All Meals	Sex		Age			Income			Region			
		M	F	21-34	35-54	54 & Older	Under $25,000	$25,000-$34,999	$35,000 or more	North-east	South	Mid-west	West
American	71%	69%	73%	65%	71%	81%	76%	70	63%	73%	73%	71%	67%
Italian	12	12	12	16	11	8	11	13	16	11	8	15	12
Chinese	6	5	7	8	7	3	5	7	8	7	7	5	7
Mexican	4	5	4	8	2	2	4	6	5	1	4	5	10
Greek	2	3	1	1	3	2	1	1	2	2	4	1	*
French	1	2	*	1	1	1	*	*	2	1	2	*	1
Japanese	1	1	1	1	*	1	1	*	*	1	1	*	1

*No response, or too few to be statistically significant

Source: *NRN* Research



Overall, the study indicated that men order ethnic food slightly more often than women do. Men were also more likely to name an ethnic restaurant as their favorite or most-frequented dining spot.

WHAT CONSUMERS WANT

(Continued from page F3)

sumers said they are not interested in trying French cuisine. *(See related story, page F12.)*

Fewer than 10 respondents, or less than 2% of the surveyed group, recalled ordering Spanish, Indian, Thai or Cuban food during the last five times they purchased a meal from a restaurant. Similarly, outlets specializing in those fares were named by only a miniscule percentage of respondents as their favorite restaurant or the place they frequent most often.

When asked what ethnic foods they like at least a little, 43% of the respondents said Spanish cuisine, 21% said Indian, 12% said Thai and 9% said Cuban. But when consumers were asked which ethnic cuisines they like a lot, 18% cited Spanish food, 7% said Indian, 6% said Thai and 4% said Cuban.

Nevertheless, all types of ethnic foods combined did not come close to matching the popularity of American foods among those consumers who were surveyed.

Respondents said 74% of the last five meals they ordered from restaurants consisted of American foods. In addition, 71% named an American restaurant as the outlet they frequent most often, and 68% designated an American establishment as their favorite dining-out spot.

Of the respondents indicating an American restaurant as the place they dine in or get takeout from most frequently, 78% cited the food as a reason. In contrast, only 42% mentioned either convenience of location or price as a factor.

The consumer survey was conducted in January and February of this year by Lebhar-Friedman Research, a division of *Nation's Restaurant News*' parent company, Lebhar-Friedman Inc.

AVERAGE AMOUNT SPENT ON LUNCH AND DINNER AT "MOST OFTEN" AND "FAVORITE" RESTAURANTS

	Overall Average	Type of Restaurant	
		American	Ethnic
"Most often" restaurant			
Lunch	$ 5.14	$ 4.68	$ 6.57
Dinner	8.98	8.41	10.28
"Favorite" restaurant			
Lunch	6.78	5.97	9.01
Dinner	12.24	11.33	14.39

Source: *NRN* Research

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ETHNIC FOODS

Lack of nearby restaurants major obstacle to growth

By Joe Edwards

Half the consumers who told *Nation's Restaurant News* pollsters that they liked ethnic foods "a lot" but had not eaten any in the past month said they do not order them more often because there are no good ethnic restaurants near their homes.

That indicates there may be broad opportunities in most areas of the country for restaurateurs thinking about opening ethnic restaurants or adding ethnic dishes to their menus.

Other reasons cited for not eating ethnic foods more often by consumers who like them "a lot" were as follows: they have not had the opportunity, 23%; they have not thought about it lately, 14%; such cuisine is too expensive; they eat ethnic foods only when discounts are offered, 13%; health concerns—the cuisine is too spicy or too fattening, 12%; other food choices are more desirable, 12%; they eat ethnic foods only when they are out of town, 10%; and they like to eat such foods only once in a while, 6%.

*(See **LACK**, page F12)*

WHY CONSUMERS WHO LIKE ETHNIC FOODS "A LOT" DON'T EAT THEM MORE OFTEN

	Total	Sex		Age			Income			Regions				Presence of Children				Area	
Reasons:	(%)	M	F	21-34	35-54	55 & Older	Under $25,000	$25,000-$34,999	$35,000 & More	North-east	South	Mid-west	West	None	One or More Children	12 Years Old Or Younger	13 to 17 Years	City	Suburbs
No Restaurant Nearby	50%	44%	53%	49%	56%	44%	47%	41%	51%	42%	59%	56%	47%	49%	51%	48%	53%	45%	54%
Haven't Had the Opportunity*	23	28	20	22	26	19	16	25	31	28	21	21	23	23	23	26	23	21	24
Haven't Thought About Eating Ethnic Foods Lately	14	16	12	11	16	13	16	14	12	11	15	14	14	15	11	11	15	14	13
Too Expensive/ Only Eat Ethnic Foods When I Get Discounts	13	13	12	16	13	06	15	08	11	15	13	08	14	12	12	13	9	14	12
Health Concerns:**	*12*	*12*	*12*	*13*	*07*	*19*	*09*	*10*	*12*	17	04	13	13	13	11	9	17	12	12
Too Fattening	5	2	7	9	2	6	3	4	7	9	4	4	7	5	6	5	9	3	7
Too Spicy	4	4	3	3	3	6	3	4	2	5	—	5	3	4	3	4	2	6	2
Other Food Choices More Desirable†	12	22	7	12	11	14	14	14	13	11	11	12	14	11	14	14	11	13	12
Eat Ethnic Foods Only When Out of Town†	10	8	11	10	9	11	12	16	7	11	15	9	6	12	7	7	9	12	9
Like to Eat It Only Once In a While†	6	5	7	9	5	3	7	8	4	11	6	5	1	7	5	5	4	7	6

*Among reasons cited: too busy/no chance; family and friends would rather go elsewhere.
**First line across shows the total percentages in each category citing health concerns as reasons for not eating ethnic foods. Among specific health concerns were: too fattening; to spicy (upsets stomach); can't eat ethnic foods because of illness; on a low cholesterol diet.
†Other general reasons cited for avoiding ethnic foods: cook this type of food at home; only eat ethnic foods on special occasions.

All figures are in per cents; percentages add to more than 100% because of multiple responses. Persons answering questions in this section said they liked ethnic foods "a lot" but hadn't ordered any in the past month (January 1986) for the reasons cited in column on left.

Source: *NRN* research

One in five like Italian 'a lot' but avoid it for health reasons

Nearly one in five consumers questioned in the *Nation's Restaurant News* ethnic foods survey who said they liked Italian food "a lot" but had not eaten any in the past month said he or she avoided Italian food for health reasons.

Health concerns—mostly the perceptions that certain ethnic foods are too fattening and too spicy—were cited less frequently for Chinese, French, Japanese, Spanish, Greek, Mexican and other ethnic foods among survey respondents, who said they liked those foods "a lot" but had not ordered any in the past month.

However, the main reason consumers do not eat specific ethnic foods more often, even though they like them a lot, is that there is no restaurant near them that serves their favorite ethnic dishes.

That was true for 30% of those who said they liked Italian food "a lot" but had not eaten any in the past month; 17%, Chinese; 40% French; 43%, Japanese; 51%, Spanish; 59%, Greek; 37% Mexican; 60%, Argentine; 50%, Indian; 58% Thai; and 53%, Cuban.

Close to one in three Chinese food lovers—28%—said they did not eat Chinese food more often because they have not had the opportunity or family and friends would rather go elsewhere.

WHY CONSUMERS WHO LIKE SPECIFIC ETHNIC FOODS "A LOT" DON'T EAT THEM MORE OFTEN

Reasons . . .	. . . Why People Don't Order:											
	Italian	Chinese	French	Japanese	Spanish	Greek	Mexican	Argentine	Indian	Thai	Cuban	Ethiopian
No Restaurant Nearby	30%	17%	40%	43%	51%	59%	37%	60%	50%	58%	53%	—
Haven't Had Opportunity*	11	28	15	15	11	7	16	20	21	5	7	—
Health Reasons	18	11	4	4	8	7	10	—	4	5	—	—
Too Expensive**	4	7	21	7	—	2	4	—	8	5	—	—
Other Choices Are More Desirable	12	10	4	13	6	7	4	20	—	—	7	100%
Eat This Type of Food Only When Out of Town	4	4	6	4	—	9	6	20	4	16	7	—
Like to Eat It Only Once In a While	—	2	3	7	2	2	3	20	4	11	13	—

*Among reasons cited: Too busy/no chance; family/friends would rather go elsewhere
**Respondents citing expense as a reason for not eating specific ethnic foods also said they eat it only when they get discounts.

All figures are in per cents; percentages add to more than 100% because of multiple responses. Persons answering questions in this section said they liked these specific ethnic foods "a lot" but hadn't ordered them in the past month (January 1986) because of the reasons cited in column on left.

Source: *NRN* Research

Those reasons were cited less frequently among fans of Italian food (11%); French and Japanese (15% each); Spanish (11%); Greek (7%); Mexican (16%); Argentine (20%); Indian (21%); Thai (5%); and Cuban, 7%.

More than one in five respondents, or 21% of those who said they liked French food "a lot" but had not eaten any in the past month, said the reason was that French food is too expensive. Price was cited much less frequently by fans of other ethnic foods who had not ordered them in the past month.

Other reasons why those who liked specific ethnic foods "a lot" did not eat them more often include the following: other choices are more desirable; they eat that type of food only when they are out of town, and they like to eat it only once in a while.

FOCUS | NRN

ETHNIC FOODS

Five lead list of cuisines people most want to try

By Joe Edwards

Most consumers who never tried French, Spanish, Japanese, Argentine and Greek foods would like to order them in restaurants, according to a nationwide consumer study conducted by *Nation's Restaurant News*.

The poll showed that men are generally more adventurous than women in wanting to sample dishes they never had. Those earning less than $25,000 a year and those earning $35,000 a year and more expressed stronger desires to sample ethnic foods than did those earning between $25,000 and $34,999 a year.

Younger consumers were generally more involved than older consumers in wanting to sample foods they never had. Interest in trying ethnic dishes waned a bit among consumers aged 35 to 54 and dropped dramatically for those 55 years of age and older compared with those 21 to 34.

For restaurateurs planning for the future, the lower level of curiosity regarding ethnic foods among older Americans is significant when it is considered along with demographic trends that show an aging of the population.

Poll results also suggest that the strongest target audience for ethnic restaurants is young adults 21 to 34 years old.

According to the survey of more than 500 adults, 68% of those who never dined on cassoulet, veal marsala and other French dishes want to try them. A strong desire to try French food was apparent in all regions of the country, more so in the Midwest, where 71% of the respondents who never sampled French food said they want to, and less so in the West, where only 61% of those who never tried French food expressed a desire to do so.

The desire to try French food was strong among men and women, all age groups and all income groups, although those 55 and older were less interested than younger consumers.

About half of all respondents said they had never tried Spanish food, but 63% of them expressed a desire to sample tapas, paella, mariscada and other Iberian dishes. Younger people (ages 21 to 34) were more interested than older ones in trying Spanish food: 74% of those aged 21 to 34 compared with 60% of those 35 to 54 and 52% of those 55 and older.

Sixty-eight per cent of people who have never eaten French food want to try it. The desire was strong among both sexes, all age and all income groups.

Interest in Spanish food was constant in all regions of the country and in all income groups. However, those with annual incomes of $25,000 to $34,999 were less likely to want to try it if they had not already (60%) than those earning less than $25,000 (65%) or $35,000 and more (67%).

Only 206 persons in the survey never ate Japanese food; 54% of them said they would like to try it. Men were more interested than women in trying sushi and sashimi, 61% versus 52%, and people 55 and older were less likely than younger consumers to want to try Japanese food. Interest in Japanese cuisine among those who never had it was stronger in the Northeast (61%) than in the Midwest (55%), the South (48%) and the West (47%).

Of the 358 persons who never tried Indian food, 46% said they would like to. Interest waned among older consumers, only 32% of whom said they want to try the fare.

A majority of consumers in the survey had never had Argentine, Cuban, Thai and Ethiopian food and were not particularly eager to do so.

Of the 471 respondents who had never eaten Argentine food, only half expressed a desire to do so. Only 45% of the 435 people who had not sampled Cuban dishes said they wanted to, and 43% of those who had never tried Thai food expressed a desire to eat it. Hardly any of the respondents said they had tried Ethiopian food, and only 38% of them would like to.

As would be expected, most of those contacted in the survey had already tried Italian, Chinese and Mexican food, three of the most popular ethnic cuisines in the United States.

THOSE WHO WANT TO TRY SPECIFIC FOODS IN RESTAURANTS

Type of Food	Never Tried It (Base)	Want To Try It (Per Cent)	Sex		Age			Income			Regions			
			M	F	21-34	35-54	55 or Older	Under $25,000	$25,000-$34,999	$35,000 or more	NE	S	MW	W
French	187	68%	70%	67%	73%	69%	58%	69%	64%	69%	68%	67%	71%	61%
Spanish	243	63	64	62	74	60	52	65	60	67	64	61	62	63
Japanese	206	54	61	52	58	57	47	57	54	58	61	48	55	47
Argentine	471	51	53	50	55	52	44	48	43	60	47	50	54	53
Greek	211	51	54	49	62	43	47	54	46	49	49	53	51	54
Indian	358	46	47	45	56	46	32	51	38	48	40	53	48	51
Chinese	39*	46	35	54	29	53	60	48	50	25	50	53	43	—
Cuban	435	45	49	42	50	47	33	44	36	51	42	45	44	50
Thai	427	43	45	42	45	46	35	43	34	52	41	41	43	48
Ethiopian	482	38	40	37	43	41	27	33	32	48	36	30	40	47
Mexican	50*	38	33	39	33	40	39	57	40	20	39	50	25	50
Italian*	6*	33	33	33	100	—	50	25	—	100	—	33	—	50

*Small base; statistically insignificant

The first column figures are the numbers of people in this survey who have never tried specific ethnic focds. The other figures are the percentages of those who never tried specific ethnic foods and want to.

Source: *NRN* Research

LACK OF RESTAURANTS

(Continued from page F8)

Suburbanites complained about the dearth of ethnic restaurants in their areas more than city dwellers did—54% compared with 45%. And there were regional differences as well: 59% of Southerners cited "no restaurant nearby" as the reason for not eating ethnic foods more often as compared with 56% of Midwesterners, 47% of Westerners and only 42% of those in the Northeast.

It is somewhat surprising that only a small number of consumers said they avoided ethnic foods even though they liked them "a lot" because of health concerns. More women than men said they avoided ethnic foods because they were too fattening—7% versus 2%. Overall, health concerns were cited by 13% of those aged 21 to 34, 7% of those aged 35 to 54 and 19% of those 55 and older.

Northeasterners were more concerned than consumers in other parts of the country about health in regard to ethnic foods: 17% of those in the Northeast, 13% of those in the Midwest and West but only 4% of those in the South cited health concerns as the reasons for not eating ethnic foods more often.

Parents were just as likely as adults without children to avoid ethnic foods because of health reasons, but parents of teenagers cited health concerns more often than did parents of younger children—17% versus 9%.

About a quarter of those polled said they did not eat ethnic foods more often because they have not had the opportunity, also citing the desire of their family and friends to dine at non-ethnic restaurants.

That reason was mentioned by 28% of the men and 20% of the women; 26% of those aged 35 to 54, 22% of those aged 21 to 34 and 19% of older respondents; 25% of those earning between $25,000 and $34,999, 31% of those earning $35,000 a year and more and 16% of those earning $25,000 a year and less.

Thirteen percent of the men and 12% of the women said that even though they liked ethnic foods "a lot," they did not eat them more often because they are too expensive. Expense was cited more often by younger than by older respondents and less often among those living in the Midwest than those in other areas of the country.

Adults with children and adults without children mentioned expense an equal number of times as their reason for avoiding ethnic foods. And 14% of city residents and 12% of suburbanites cited the same reason for refraining from ethnic foods, even though they liked them "a lot."

More than one in five men—22%—and 7% of the women who liked ethnic foods "a lot" but did not eat them more often said other choices were more desirable in choosing a restaurant. That reason was cited about equally by consumers in all age and income groups and was about the same in all regions of the country. The numbers were also similar for parents and nonparents and for urbanites and suburbanites.

One in 10 respondents who said they liked ethnic food "a lot" but had not eaten any in the past month said he eats ethnic foods only when he is out of town. That was less true for wealthier respondents, 7%, compared with 16% of those earning $25,000 to $34,999 a year and 12% of those earning less than $25,000 a year.

Fifteen percent of Southerners who liked ethnic foods "a lot" said they eat it only when they are out of town, compared with 11% of those in the Northeast, 9% of those in the Midwest and 6% of those in the West.

Only 6% of those with a strong liking for ethnic food said they liked to eat it only occasionally.

FOCUS | NRN

ETHNIC FOODS

TYPE OF RESTAURANT FROM WHICH CONSUMERS ORDER ETHNIC MEALS

	% of All Ethnic Meals	Sex		Age			Income			Region				Presence of Children			
		M	F	21-34	35-54	55 or older	Under $25,000	$25,000-$34,999	$35,000 or more	Northeast	South	Midwest	West	Have None	Have Children	12 or Younger	13-17 Years of Age
Chain Total	23%	27%	21%	29%	18%	22%	19%	36%	21%	10%	28%	38%	20%	21%	26%	27%	18%
Fast-Food Total	16	17	15	20	12	14	17	21	12	6	18	28	13	11	22	23	16
Mexican outlets	3	3	3	3	3	2	3	4	2	*	1	7	3	3	4	4	7
Italian outlets	13	15	12	17	9	12	14	17	11	6	17	21	10	8	18	20	9
Pizza Hut	7	7	7	8	4	9	6	9	6	4	14	11	1	6	9	9	4
Domino's	2	2	2	3	1	2	3	2	1	*	2	4	1	1	2	3	1
Other	4	6	3	6	4	1	5	6	5	2	1	6	7	1	7	8	4
Dinnerhouse Total	8	10	6	9	6	8	2	15	9	4	10	10	7	10	4	4	3
Mexican	4	7	3	7	2	4	2	9	6	1	3	8	5	6	3	3	1
Italian	1	2	1	1	1	3	*	2	2	2	2	1	1	2	1	1	1
Chinese	2	1	2	1	3	1	*	4	1	1	4	1	1	3	**	**	*
Independent Total	67	62	70	66	67	67	72	53	70	77	65	54	70	68	65	64	73

*Not mentioned by respondents
**Responses tally less than 0.5%
Source: *NRN* Research

Independents dominating market over chains

By Peter Romeo

Independent outlets dominate the ethnic restaurant market, serving more than twice as many ethnic meals as chain units, according to *Nation's Restaurant News*' consumer survey.

The study found that 67% of all ethnic meals purchased by respondents during their last five visits to a restaurant came from independents, while only 23% were eaten in or ordered from a chain outlet specializing in an ethnic cuisine.

Of the ethnic meals provided by chain restaurants, 16% came from fast-food places and 13% from Italian fast-food outlets. Mexican fast-food stores accounted for the remaining 3%. Not a single respondent named a Chinese fast-food outlet as the source for one of their last five restaurant meals.

The study demonstrated Pizza Hut's dominance of the Italian fast-food segment, with respondents indicating that 7% of their ethnic meals were purchased from the chain's units. Two percent of respondents' ethnic meals came from Domino's.

Ethnic dinnerhouses collectively served 8% of all respondent's last five restaurant meals. Four percent of those meals were purchased from a Mexican dinnerhouse, 2% from a Chinese outlet and 1% from an Italian operation.

Chinese and Italian places were the independent ethnic outlets cited most often by respondents when asked to name the restaurant they order in or from most often.

Six percent named a Chinese or Italian independent, 2% cited a Mexican or Greek independent and 1% mentioned a French or Japanese place.

When respondents were asked to name their favorite restaurant, 6% mentioned a Chinese independent, 5% cited an Italian independent and 3% named a French or Mexican independent.

The strongest bias toward independent ethnic restaurants was indicated by respondents in the Northeast, with 77% of their ethnic meals purchased from outlets not affiliated with a chain. The comparable figures for other regions were 70% for the West, 65% for the South and 54% for the Midwest.

Ethnic meals were purchased in independents more frequently by women than men. The survey showed that females purchased 70% of their ethnic meals from nonaffiliated restaurants, while males ordered 62% of their ethnic meals from independent restaurants.

Respondents with annual salaries of at least $35,000 and those earning less than $25,000 purchased almost the same percentage (70% for the former, 72% for the latter) of their ethnic meals from independent restaurants. Survey participants earning $25,000 to $34,999, in contrast, purchased 53% of their ethnic meals from places not affiliated with a chain.

Respondents without children ordered only 3% more ethnic meals at independent restaurants than survey participants with children, and city dwellers purchased only 3% more ethnic meals in nonaffiliated outlets than suburbanites did.

Overall, 62% of those surveyed named an independent place, either American or ethnic, as their favorite restaurant, and 52% mentioned an independent as the food outlet they frequent most often.

Four percent of meals purchased from ethnic dinnerhouses were from Mexican restaurants. Above, El Torito, a Mexican dinnerhouse chain.

Pizza Hut, left, led in sales in the Italian fast-food segment of the survey, with 7%. Two percent of the respondents' meals came from Domino's.

FOCUS NRN

ETHNIC FOODS

ETHNIC FOODS EATEN MORE OFTEN THAN A YEAR AGO, BY DEMOGRAPHIC FACTORS*

	Sex		Age			Income			Region			
	M	F	21-34	35-54	55 & older	Under $25,000	$25,000-$34,999	$35,000 or more	North-east	South	Mid-west	West
Mexican	28%	26%	34%	24%	17%	25%	25%	30	19%	25%	30%	31%
Italian	29	25	34	26	16	24	32	29	24	32	28	23
Thai	24	19	25	25	**	7	25	27	21	17	22	25
Chinese	19	17	20	19	11	16	17	21	19	21	15	16
French	10	11	14	10	7	12	11	8	13	9	7	14
Japanese	7	12	9	14	3	9	7	12	10	7	6	17
Spanish	8	10	14	8	7	13	7	7	8	11	10	10
Indian	9	8	10	11	**	4	16	12	9	**	8	12
Greek	9	10	9	10	9	6	7	7	5	4	15	14

*Among those who like the food at least a little
**Not mentioned by respondents

Source: *NRN* Research

Four out of five people in an *NRN* study said they ordered Italian food within the last month.

Consumers eating more Italian, Mexican food

Nation's Restaurant News' measure of what ethnic foods are being eaten more often than a year ago by consumers who like them at least a little indicates that every type of ethnic cuisine except Italian and Mexican foods is losing ground among its fans.

For instance, when consumers who indicated they like French food were asked if they were eating more or less of it than they did a year ago, 11% said "more" and 40% said "less."

The "less" responses also outnumbered the "more" replies for Thai (53% versus 22%), Chinese (22% versus 18%), Japanese (42% versus 10%), Spanish (45% versus 10%), Indian (47% versus 9%), Greek (42% versus 9%) and Cuban foods (60% versus 4%).

Responses regarding Mexican food indicated that such fare is holding its ground, with 27% of its fans saying they eat more of it than they did a year ago, and 27% saying they eat less.

The "eating more" responses outnumbered the "eating less" responses only for Italian food (26% versus 17%).

None of the respondents who indicated they like Argentine and Ethiopian foods at least a little said they are eating more of either than they did a year ago. On the other hand, 63% said they were eating less Argentine fare, and 44% reported eating less Ethiopian food, suggesting that consumers may have had their fill of both cuisines.

With the exception of French, Spanish and Greek foods, every type of ethnic cuisine is being eaten at a greater frequency by more persons earning at least $35,000 than by persons in lower income groups.

The number of "more" responses was highest for French and Spanish foods among persons earning less than $25,000.

Except for Japanese, Greek, Thai and Indian foods, all ethnic cuisines are being eaten more often than they were a year ago by more persons aged 21 to 34 than by older adults.

The predilection of younger and better-paid consumers to eat more of almost any ethnic food than they did a year ago is in keeping with a general finding of the survey that ethnic cuisines are most popular within those two demographic groups.

Although the "eating less" responses outnumbered "eating more" replies for almost all ethnic foods covered by the study, the frequency with which consumers answered "eating about the same" (*see chart*) indicated that the market for most ethnic cuisines is not being eroded very quickly.

For instance, although 42% of consumers who like Japanese food are eating it less often than they did a year ago, 47% are eating it just as often.

Similarly, although Indian food is being eaten less often by 47% of its fans, and is being eaten more often by only 9% of persons who like it, 44% those fans are eating it about as frequently as they did a year ago.

ETHNIC FOODS EATEN MORE/LESS OFTEN THAN A YEAR AGO*

	Eaten More Often	Eaten Less Often	Eaten About the Same
Mexican	27%	27%	46%
Italian	26	17	57
Thai	22	53	25
Chinese	18	22	60
French	11	40	49
Japanese	10	42	47
Spanish	10	45	45
Indian	9	47	44
Greek	9	42	49
Cuban	4	60	36
Argentinian	**	63	20
Ethiopian	**	44	56

*Among those respondents who like the food at least a little
**Not mentioned by respondents

Source: *NRN* Research

Nearly a third of peopled surveyed who said they like Thai cuisine 'a lot' have ordered it in the past month.

Italian fare favored, ordered most frequently

More than four out of five Italian food lovers ordered pasta, pizza and other such fare in restaurants in the month preceding a *Nation's Restaurant News* consumer study of ethnic foods, making them the most loyal ethnic-foods customers.

In a nationwide survey of more than 500 adults, 424 said they liked Italian food "a lot," and 83% of them said they had ordered Italian food at least once in January, the month before the poll was conducted.

In other survey results nearly 300 respondents said they liked Chinese food "a lot," but only 69% had ordered it in the past month.

Another 69% said they had ordered Mexican food in the past month, although fewer of them—228—said they liked Mexican food "a lot."

Only 133 respondents said they liked French food a lot, and less than two in five, or 39%, had ordered it in the past month. Japanese food was liked "a lot" by 118 of the respondents, 36% of whom had ordered it in the past month.

The incidence of liking other ethnic foods "a lot" was too low to allow for statistical analysis. Fewer than 100 persons for each of the other ethnic food categories said they liked specific foods "a lot" and had ordered them in the past month.

INCIDENCE OF EATING ETHNIC FOODS AT RESTAURANTS*

(Among Those Who Like Type of Food "A Lot")

Type of Food	Ordered/ Eaten in Past Month	Number Saying They Liked it "A Lot"
Italian	83%	424
Chinese	69	289
Mexican	69	228
French	39	133
Japanese	36	118
Greek	42	93
Spanish	41	90
Indian	29	34
Thai	32	28
Cuban	25	20
Argentinian	17	6
Ethiopian	67	3

*Respondents in this section said they ordered the ethnic foods they like "a lot" at least once in the past month.

Source: *NRN* Research

In-flight caterers work to quash sky food's 'bum rap'

Association begins image-improvement drive

By Alan Liddle

Responding to increased criticism of airline food in the media—and, in some cases, a growing number of complaints by passengers—many in-flight caterers and airline executives say the product they serve is getting a bum rap.

To battle the complaints, the 120-member Inflight Food Services Association, representing airlines and caterers worldwide, has begun an image-improvement campaign.

The majority of airline executives and in-flight feeders interviewed by *Nation's Restaurant News* defended the quality of the products they serve. However, they added, flexibility in food service was one of the first victims of the discount air fare wars that began in 1978 with deregulation.

Rudy Bauman, a consultant with Skyways Unlimited, a caterer for six airlines flying out of John Wayne Airport in Orange County, Calif., was the only person interviewed who said he had seen a "consistent drop in the quality of food" specified by carriers since 1978. He said substitutions, such as the use of a single patty of a margarine-butter blend where two real butter patties might once have been used, had become common.

"If there are any shortcomings" with airline food, Robert A. Arnold, vice president of services for Sky Chefs, one of the nation's three largest in-flight caterers, said, "it's been in the conceptual stages."

Arnold, who heads up the image committee, said he believed caterers and airline executives need to resist the urge to change menus simply because they or flight attendants have grown tired of certain meals. In-flight feeders have also, at times, made the mistake of dealing "in units of one" when devising meals, only to find out later that "it loses something in translation" when prepared in volume.

The committee can help improve the image of airline food, Arnold indicated, by reminding in-flight feeders to exercise more care in those two areas and by working with airlines to educate flight attendants about the importance of proper food handling and good service.

Arnold said the committee is also striving to give media representatives a better understanding of the challenges faced by in-flight feeders.

Though most of the major airlines, such as American, United and TWA, have, as a rule, increased their food-service budgets annually since deregulation, industry observers suggested that the increased cost of foodstuffs and labor have kept the spending-per-meal-served at about the same level, in terms of real dollars.

Some of the executives interviewed stressed adamantly that in-flight feeding is volume food service. Many critics of airline food have unrealistic expectations that it should taste like the fare they can find at a well-run full-service restaurant, though they would not use those same standards when they discuss the food served at other volume outlets, such as stadiums or arenas, they said.

A few airline executives, including Michael Duarte, TWA's director of in-flight and dining programs, acknowledge a "slight increase" in complaints about food service since deregulation.

Duarte and others connected with in-flight feeding pointed out, however, that many of the complaints received in recent years concern the elimination of meals on flights that once provided a full-service dining experience.

"We're not seeing as many complaints in terms of taste or quality," Jim Jette, director of food for Republic Airlines, said, echoing comments made by several other airline officials.

Since deregulation, TWA's Duarte said, "instead of Stroganoff, you [airline passengers] might get pasta—but it's a high-quality pasta . . . portions might be smaller." He later conceded that such changes might be "considered by some as a reduction in quality."

Arnold, an airline food-service veteran of 25 years who began as a supervisor for United in Los Angeles and held several top-level positions before joining Sky Chefs, said of in-flight feeding since deregulation: "There is a lot more emphasis on the dollar. Everything is bottom line oriented . . . but always with the proviso that the quality will not suffer."

In addition to changing the menu mix to lower-cost items and substituting snacks, such as fruit and cheese baskets and cold sandwiches, for meals on off-hour flights, in-flight feeders are trying a number of other things to lower expenses while they maintain their food-service standards.

Jette said Republic, which is expected to be acquired by Northwest Orient soon, has begun buying or building in-flight kitchens, which it will then lease to caterers. That approach, he said, means the airline will pay less in port fees and sales tax and can better control the overhead contributing to prices charged by its caterers.

But regardless of the efforts by airlines to hold the line on any gains by the image committee, some industry officials contend airline food detractors will be around forever.

"It's always been chic or glamorous—call it what you like—to knock airline food," Jack Costello, president of United Airlines' food service, said.

Costello, whose crews prepared most of the 35 million meals served by the airline in 1985, said complaints about food service are actually down at United.

Karen Schlick, manager of dining and cabin programs for Frontier Airlines, also reported a decrease in food-service-related complaints, observing, "I think people are losing the expectation of getting something to eat on every flight."

Of all the airlines that have so far survived the intense competition since deregulation—and one caterer said he had heard reports that at least 100 airlines have folded since controls were lifted—Frontier is unique. It is, perhaps, the best example of how the attitude toward food-service spending has changed and how quickly and radically an airline might alter its feeding strategy.

Once the toast of the skies with fine china, linen and silver, full meals and complimentary beer and wine, Frontier began using plastic service and scrapped hot food altogether as a cost-cutting move in late 1984. Deciding that move had been a mistake, the airline reinstalled all the heating and holding equipment it had yanked from its aircraft the year before and went back to hot food this past January.

Beginning this month, however, it's back to cold food for Frontier—only this time meals are not included in the ticket price and will cost passengers from $3 to $6 extra.

Frontier's new approach to food service is similar to the program used by its parent company, People Express, which bought Denver-based Frontier late last year.

Schlick said her dining and cabin services' budget has been cut from about $18 million in 1985 to between $8 million and $10 million in 1986. She said she expects to serve about 400,000 of the $6 "premium class" cold food plates this year, as compared with the 4.2 million meals and snacks served by the airline last year.

Sky Chefs handles the bulk of Frontier's catering, and Arnold said that abrupt changes in specifications and the size of orders by that airline and others have kept caterers scrambling and could keep some of them from realizing 1986 sales projections.

The airlines are also keeping caterers guessing by sporadically pumping more money into food service in selective territories where they need a marketing edge, he said.

"For the first time in 25 years, I'm not sure which way it will go," Arnold said of the future of airline feeding and whether full-service meals will ever again become as common as they were back in the days before deregulation, when "flying was glamorous" and people "dressed up" for it.

But even if snacks become the predominant form of airline food, Arnold added, "Our industry is here for the long run."

FIVE-YEAR AIRLINE FOOD SPENDING: 1980-84

(12 Months Ended Sept. 30, in Millions)

	1980	1981	1982	1983	1984	4-Year Growth	1984 Share of Total
American Airlines	$131	$135	$150	$ 173	$ 192	47%	16.40%
United Airlines	144	140	141	160	182	26	15.60
Eastern Airlines	113	117	124	139	155	37	13.00
Delta Air Lines	102	107	112	140	138	35	12.00
TWA	95	94	99	107	114	20	10.00
Pan American	83	80	84	93	94	13	8.00
Northwest Airlines	49	52	56	64	73	49	6.00
Continental	38	43	48	45	45	18	4.00
Western Airlines	28	32	27	33	36	29	3.00
USAir	19	21	22	30	35	84	3.00
Republic Airlines	25	31	34	34	34	36	3.00
Piedmont Airlines	8	14	17	23	28	250	2.00
Frontier	11	15	16	20	19	73	2.00
Ozark	7	9	11	14	15	114	1.00
PSA	1	1	2	4	5	400	0.43
AirCal	1	2	2	1	2	100	0.10
Total	$864	$893	$945	$1,080	$1,167	35%	—
Growth Rate	—	3%	6%	14%	8%	—	—

Source: I. P. Sharp, Civil Aeronautics Bureau

Because of differences in the way airlines report food expenses, the data shown are most accurately used for comparing changes within a company and not for ranking purposes.

There is a lot more emphasis on the dollar. Everything is bottom-line oriented . . . but always with the proviso that the quality will not suffer. For the first time in 25 years, I'm not sure which way it will go.

—Robert A. Arnold, Sky Chefs

FOOD COST PER PASSENGER

(What Airlines Spent per Passenger in 1984)

Pan Am	$6.32
TWA	6.28
American	5.70
Northwest	5.61
Continental	4.76
United	4.53
Eastern	4.17
Delta	3.77
Western	3.32
Ozark	3.16
Frontier	2.40
Republic	2.18
Piedmont	2.06
USAir	2.01
PSA	0.64
AirCal	0.56

Source: Airline Food & Travel Service

SHARE OF TOTAL EXPENSES ALLOCATED FOR FOOD

American	4.01%
Ozark	3.85
Delta	3.74
Continental	3.64
Eastern	3.64
Northwest	3.57
TWA	3.37
Braniff	3.32
New York Air	3.30
World	3.30
United	3.02
Piedmont	2.99
Western	2.83
Midway	2.82
Frontier	2.66
USAir	2.48

Source: Airline Food & Travel Service

FINANCIAL NEWS

Index climbs for ninth consecutive week

By Don Jeffrey

NEW YORK — Despite the biggest weekly drop ever in the bellwether Dow Jones Industrial Average, the *Nation's Restaurant News* Stock Index climbed to its ninth consecutive weekly record, moving up 2.9 points to close April 4 at 167.3.

The Dow fell 82.50 points, to 1,739.22, because investors feared oil prices would rise again, analysts said.

Although the *NRN* index of 89 restaurant companies finished at a record high, declining issues far outnumbered advancers, 100 to 42, on the complete 167-issue listing of food-service, lodging and supplier stocks, with 25 unchanged in price. Stocks trading at lower volumes than the previous 12-week average exceeded the more active issues, 95 to 71, with one unchanged.

Pizza Inn, which reported a $587,000 net loss for the year ended Dec. 29, compared with a $1.6 million profit in the previous year, was nevertheless one of the week's leading volume surgers and price advancers. It rose $1.75, to $9.38, a 23% price increase, on volume of 412,500 shares, 382.6% higher than normal. The company said it had hired two new executives from PepsiCo to head operations and planning.

Marcus Corp., a Big Boy franchisee and hotel operator, was one of three restaurant issues that closed the week at new, yearly price highs, climbing $1, to $24.50. Another Big Boy franchisee, Frisch's, had reached a 52-week high of $33.13 during the week before finishing Friday at $32, a $3.50 weekly gain. Marriott, Big Boy's franchisor, has just implemented a nationwide marketing campaign aimed at breakfast. Marriott, however, fell $6.63, to $136.50.

Other new highs included: National Pizza, up 50¢, to $22; and Shoney's South, up $1.88, to $16.50.

No issue on *NRN*'s listing closed the week at a yearly low.

VOLUME TREND LEADERS

Sonesta Intl	M	1,041.4	Concept Dev	M	169.3
Bridgford Fds	M	653.8	SIS Cp	M	129.2
Pizza Inn	A	382.6	Carling OKeef	N	122.2
Rusty Pelican	M	292.1	Hambrg Hamlet	O	122.0
Swensens Inc	O	225.0	Lily Tulip	M	118.9

TOP PERCENTAGE PRICE GAINERS

Bridgford Fds	M	64.7	Frisch's	A	12.3
Pizza Inn	A	23.0	Lily Tulip	M	10.6
Ryans Family	M	16.5	Sonesta Intl	M	10.5
Shoney's South	M	12.8	Am Restaurants	M	10.5
Rest Mgmt	M	12.5	Sandwich Chef	M	9.2

TOP PERCENTAGE PRICE LOSERS

Mortronics Inc	A	- 25.0	Staley Cont	N	- 12.7
Stuff Yer Face	O	- 20.0	Fast Food Oper	O	- 11.1
Rusty Pelican	M	- 19.2	Nathans	M	- 10.8
Twistee Treat	O	- 19.2	Naugles Inc	M	- 9.7
Flakey Jakes	M	- 15.0	Reynolds, RJ	N	- 9.2

All figures represent weekly percentage change

Stock Market / Financial Update

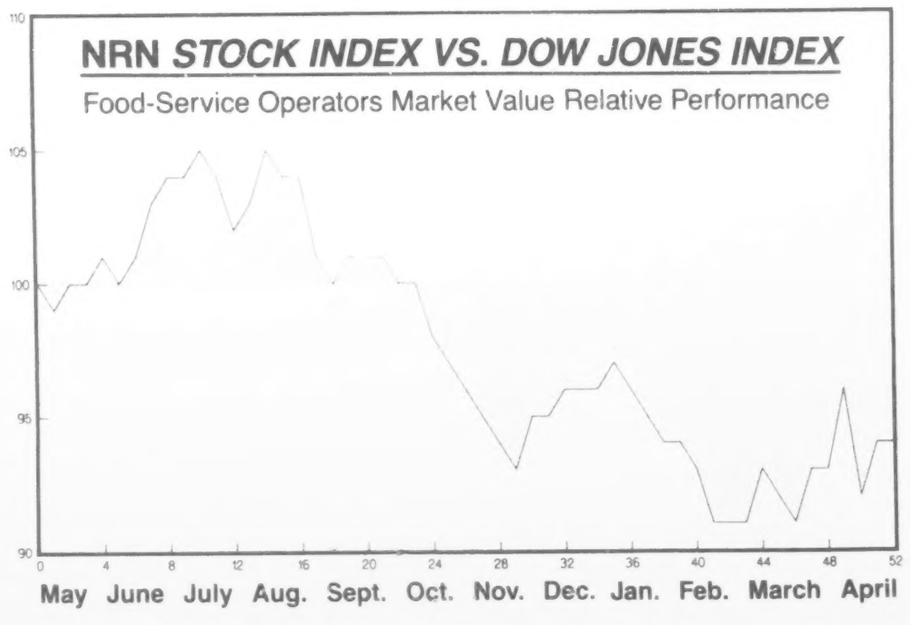
Company and Market	4-04-86 Close	Weekly Price Change Amt.	Weekly Price Change Pct.	Weekly Price Range High	Weekly Price Range Low	52-Week Price Range High	52-Week Price Range Low	Weekly Volume Shares Traded Total	Weekly Volume Shares Traded % Out	12-Week Avg. Vol. As % Out	Volume Trend Change	P/E Ratio	Indicated Divd. Rate Amt.	Indicated Divd. Rate Yld.	Latest Report New Report	Latest Report Period	Latest Report Date Ended	Latest Quarter Revenue Latest	Latest Quarter Revenue Yr. Ago	Latest Quarter Net Income Latest	Latest Quarter Net Income Yr. Ago	Latest Quarter E.P.S. Latest	Latest Quarter E.P.S. Yr. Ago	Year-to-Date Revenue Latest	Year-to-Date Revenue Yr. Ago	Year-to-Date Net Income Latest	Year-to-Date Net Income Yr. Ago	Year-to-Date E.P.S. Latest	Year-to-Date E.P.S. Yr. Ago
-	$	$	%	$	$	$	$	(100)	%	As % Out	%	-	$	%	-	-	-	$Mil	$Mil	$Mil	$Mil	$	$	$Mil	$Mil	$Mil	$Mil	$	$
Restaurants - NRN Stock Index Issues																													
A&M Food Svcs M	11.75	- .63	- 5.1	12.50	11.75	12.38	4.75	502	1.26	2.12	- 40.6	17.3	.00	.0	NEW	fiscal	12-85	20.3	9.9	.6	NC	.13	.02	53.8	32.0	2.6	1.1	.68	.32
Am Restaurants M	2.63	.25	10.5	2.75	2.38	4.25	2.25	62	.27	.46	- 41.3	NE	.00	.0	.....	9 mos.	10-85	5.4	4.6	(.2)	.1	(.06)	.02	15.8	13.6	(.1)	.3	(.02)	.12
Assoc Hosts M	8.88	- .25	- 2.7	9.13	8.63	14.50	7.38	776	1.75	2.67	- 34.5	25.4	.12	1.4	.....	3 mos.	12-85	21.2	22.5	.2	.7	.05	.16	21.2	22.5	.2	.7	.05	.16
Bob Evans Farms M	26.88	1.63	6.4	27.25	25.50	27.25	17.72	2,839	1.58	1.11	42.3	23.8	.30b	1.1	.....	9 mos.	01-86	69.1	58.9	5.1	4.7	.29	.26	197.2	171.0	15.7	13.7	.88	.76
Calny Food M	14.88	.75	5.3	15.13	14.50	16.00	11.38	1,095	2.42	4.16	- 41.8	19.3	.16	1.1	.....	9 mos.	11-85	16.6	13.6	1.1	.9	.24	.19	46.8	38.6	2.7	2.3	.59	.50
Capt Crab M	.94	.00	.0	1.13	0.88	2.50	.69	3,574	2.33	1.07	117.8	NE	.00	.0	.....	3 mos.	11-85	2.4	1.6	(.1)	(.6)	(.01)	(.04)	2.4	1.6	(.1)	(.6)	(.01)	(.04)
Carrols Cp N	9.00	- .88	- 8.9	10.00	8.63	11.00	6.50	1,906	2.45	2.20	11.4	19.1	.10	1.1	.....	6 mos.	11-85	37.9	36.0	.5	1.8	.06	.22	77.7	74.0	2.0	3.9	.26	.50
Chefs Intl O	.44	.00	.0	0.50	0.44	.69	.25	912	.47	.84	- 44.0	NE	.00	.0	.....	9 mos.	10-85	5.3	5.1	(.3)	(.4)	(.02)	(.02)	16.1	16.9	(.3)	(.9)	(.02)	(.05)
Chi-Chi's M	9.50	- .75	- 7.3	10.13	9.25	14.38	7.75	11,150	4.13	11.91	- 65.3	18.6	.00	.0	.....	9 mos.	01-86	70.8	49.5	2.1	2.6	.08	.10	200.6	143.8	10.1	12.1	.38	.45
Chili's Inc M	20.75	.50	2.5	21.00	20.50	28.88	17.50	2,469	4.74	8.38	- 43.4	22.8	.00	.0	.....	6 mos.	12-85	24.5	16.0	1.0	1.0	.18	.20	49.8	31.0	2.3	1.9	.44	.41
Churchs Fr Ch N	16.63	- 1.00	- 5.7	17.63	16.38	20.25	14.38	7,896	2.09	4.60	- 54.6	26.8	.44	2.6	.....	fiscal	12-85	159.5	182.4	(5.6)	14.5	(.15)	.38	548.8	533.2	23.4	42.6	.62	1.13
Collins Foods N	15.38	1.00	7.0	15.88	14.25	16.69	11.50	5,122	2.58	2.01	28.4	16.7	.12	.8	.....	9 mos.	01-86	129.3	114.4	2.8	4.0	.14	.20	398.5	343.7	14.2	13.9	.70	.70
Concept Dev M	5.50	.25	4.8	5.50	4.63	16.75	2.00	1,412	2.72	1.01	169.3	NE	.00a	.0	.....	6 mos.	12-85	8.6	9.9	(2.2)	NC	(.42)	NC	17.9	20.4	(3.1)	NC	(.60)	NC
Consol Prods M	2.75	.00	.0	2.88	2.50	5.13	2.63	161	.50	.28	78.6	NE	.08	2.9	.....	3 mos.	12-85	19.4	15.2	(.3)	.3	(.11)	.10	19.4	15.2	(.3)	.3	(.11)	.10
Consul Restaurant M	2.25	.00	.0	2.25	2.00	5.38	1.50	583	1.27	1.68	- 24.4	NE	.00	.0	.....	6 mos.	11-85	18.6	20.9	(1.1)	(.4)	(.24)	(.11)	40.4	42.0	(1.0)	(.4)	(.22)	(.10)
Cracker Barrel M	18.25	.00	.0	18.75	18.25	18.75	10.25	988	2.77	1.78	55.6	22.3	.14	.8	.....	6 mos.	01-86	17.4	14.2	.1	(.2)	.02	(.07)	37.7	30.8	1.1	.6	.30	.19
Cucos Inc O	7.25	.00	.0	8.00	7.25	9.25	4.50	71	.41	.37	10.8	38.2	.00	.0	.....	6 mos.	12-85	2.5	1.5	.1	.1	.05	.04	5.3	3.2	.2	.1	.10	.07
DLites Of Amer M	3.00	- .25	- 7.7	3.25	2.88	14.38	2.75	1,991	3.95	6.11	- 35.4	NE	.00	.0	.....	9 mos.	12-85	5.4	2.8	(3.7)	.2	(.72)	.04	16.2	7.5	(6.9)	.3	(1.34)	.09
Dunkin Donuts M	29.25	.38	1.3	29.88	28.63	29.88	18.09	1,683	2.34	2.54	- 7.9	19.6	.28	1.0	.....	3 mos.	01-86	26.2	22.7	3.1	2.6	.42	.36	26.2	22.7	3.1	2.6	.42	.36
El Chico M	7.25	- .50	- 6.5	7.63	7.25	12.50	6.00	781	1.68	2.36	- 28.8	10.4	.00	.0	.....	9 mos.	02-86	13.7	20.6	.4	.9	.09	.19	65.7	61.8	2.0	2.7	.43	.58
El Pollo Asa O	8.00	.25	3.2	8.25	7.75	8.38	3.66	1,710	10.14	6.40	58.4	NM	.00	.0	.....	9 mos.	12-85	.6	.6	(.1)	(.1)	(.02)	(.04)	3.6	1.8	.1	(.5)	.04	(.27)
El Torito Rest N	13.63	- .38	- 2.7	14.25	13.25	19.25	9.00	235	.21	.95	- 77.9	14.8	.08	.6	.....	fiscal	12-85	84.3	61.1	2.1	2.1	.18	.19	318.8	250.1	10.6	11.1	.92	.97
Famous Rest M	1.56	.00	.0	1.63	1.50	2.94	1.25	676	1.13	1.00	13.0	NM	.00	.0	.....	fiscal	12-85	11.0	10.7	(.3)	(1.4)	(.05)	(.25)	51.5	52.7	.0	(1.9)	.01	(.33)
Fast Food Oper O	.50	- .06	- 11.1	0.63	0.50	1.00	.38	100	.17	.35	- 51.4	25.0	.00	.0	.....	9 mos.	09-85	2.2	2.2	.0	.1	.01	.01	5.9	6.0	.1	.2	.02	.03
Flakey Jakes M	2.13	- .38	- 15.0	2.38	2.00	7.50	1.13	1,550	2.23	2.61	- 14.6	NE	.00	.0	.....	9 mos.	09-85	6.0	3.3	(.8)	(.3)	(.12)	(.05)	16.6	6.6	(5.2)	(.7)	(.75)	(.11)
Folks Rest O	.25	.00	.0	0.63	0.25	2.50	.25	0	.00	.02	-100.0	NE	.00	.0	.....	9 mos.	09-85	2.2	1.3	(.7)	(.1)	(.49)	(.07)	6.1	3.8	(1.0)	(.3)	(.66)	(.20)
Frisch's A	32.00	3.50	12.3	33.13	28.50	33.13	19.25	392	.86	.63	36.5	39.0	.22b	.7	.....	6 mos.	12-85	30.1	29.7	.6	1.2	.15	.26	71.1	69.6	1.5	2.9	.34	.63
Fuddruckers Inc M	4.75	.00	.0	5.63	4.75	9.50	3.75	4,839	7.16	3.63	97.2	52.8	.00	.0	.....	9 mos.	09-85	14.7	7.0	.1	.6	.01	.09	38.6	16.3	.6	NC	.09	NC
Hambrg Hamlet O	18.75	- .25	- 1.3	19.25	18.75	19.00	14.00	80	1.11	.50	122.0	10.0	.00	.0	.....	9 mos.	12-85	9.3	9.4	.4	.3	.52	.39	28.2	28.7	1.1	1.1	1.49	1.56
Intl King Tab M	26.75	1.25	4.9	27.00	25.00	26.75	14.88	998	3.47	4.17	- 16.8	18.0	.00a	.0	.....	6 mos.	12-85	19.0	18.2	.6	.7	.22	.27	37.9	37.4	1.7	1.8	.60	.63
JB Restaurant M	9.00	- .25	- 2.7	9.38	9.00	15.50	7.63	979	2.05	3.50	- 41.4	26.5	.16	1.8	.....	3 mos.	12-85	23.5	18.7	(.4)	.6	(.09)	.17	23.5	18.7	(.4)	.6	(.09)	.17
Jerrico Inc M	23.25	1.13	5.1	23.50	22.88	23.38	12.47	11,854	5.61	4.43	26.6	20.4	.12	.5	NEW	6 mos.	12-85	140.3	123.4	5.1	4.1	.24	.20	280.0	255.3	12.3	10.4	.58	.50
Kapok Cp A	4.50	- .38	- 7.7	4.88	4.25	5.38	2.38	111	.45	1.31	- 65.6	2.8	.00	.0	.....	9 mos.	06-85	3.8	6.4	1.1	(.8)	.40	(.34)	14.6	17.3	4.9	(2.9)	2.01	(1.26)
Karcher Carl M	15.50	.25	1.6	15.63	14.50	18.25	13.75	2,620	3.70	2.48	49.2	20.9	.00	.0	.....	9 mos.	10-85	75.1	77.3	1.5	1.4	.22	.20	249.7	256.1	3.8	10.2	.54	1.44
Lifestyle Rest A	1.38	- .13	- 8.3	1.50	1.31	2.63	1.31	368	.65	.47	38.3	NE	.00	.0	.....	3 mos.	01-86	17.5	17.1	(.4)	(2.5)	(.08)	(.44)	17.5	17.1	(.4)	(2.5)	(.08)	(.44)
Luby's Cafe N	37.00	- 1.88	- 4.8	40.00	37.00	43.63	26.50	1,031	.85	.95	- 10.5	21.5	.60	1.6	.....	6 mos.	02-86	50.7	45.2	4.8	4.0	.39	.33	102.2	92.0	9.7	8.3	.80	.69
Marcus Corp M	24.50	1.00	4.3	24.50	23.25	24.50	15.88	267	.52	.31	67.7	14.4	.30	1.2	.....	9 mos.	02-86	28.9	27.2	.8	.8	.15	.16	97.2	90.9	6.2	5.6	1.20	1.10
Marriott Corp N	136.50	- 6.63	- 4.6	148.25	136.13	148.25	82.25	2,766	1.06	.93	14.0	22.0	.64	.5	.....	fiscal	12-85	1396.2	1122.2	51.8	43.8	1.90	1.64	4241.7	3524.9	167.4	139.8	6.20	5.18
Maverick Rest M	2.19	- .06	- 2.8	2.19	2.13	4.00	1.13	121	.24	.56	- 57.1	NE	.00	.0	.....	fiscal	01-86	3.3	2.6	(.1)	(.2)	(.01)	(.05)	13.2	10.9	(.1)	.4	(.02)	.08
Max & Erma's O	2.25	.00	.0	2.50	2.25	4.00	.88	35	.19	.87	- 78.2	NE	.00	.0	.....	fiscal	10-85	3.7	4.4	(.2)	(.2)	(.07)	(.21)	16.3	17.6	(.3)	(.8)	(.14)	(.42)
McDonald's Cp N	92.25	- 3.88	- 4.0	98.75	91.75	98.75	58.75	13,191	1.54	1.45	6.2	18.5	.90	1.0	.....	fiscal	12-85	982.1	970.8	103.5	91.2	1.20	1.02	3760.9	3365.9	433.0	389.1	4.99	4.39
McFaddin Ven A	4.88	- .25	- 4.9	5.25	4.88	11.25	4.38	345	.63	1.20	- 47.5	5.8	.00	.0	.....	fiscal	11-85	17.8	11.0	.4	.3	.06	.06	65.9	41.9	4.3	2.9	.84	.60
Morrison Inc M	23.75	- 1.50	- 5.9	25.38	23.75	25.38	17.63	5,027	3.69	2.41	53.1	18.4	.48	2.0	NEW	9 mos.	02-86	132.4	120.2	4.1	4.5	.30	.32	385.0	358.3	14.4	14.4	1.05	1.05
Mr Steak O	1.25	- .06	- 4.8	1.38	1.25	2.75	.88	441	.92	.81	13.6	NE	.00	.0	.....	3 mos.	12-85	6.0	13.9	(.3)	.1	(.05)	.02	6.0	13.9	(.3)	.1	(.05)	.02
Nathans M	4.13	- .50	- 10.8	4.50	4.13	5.13	3.38	188	.84	1.16	- 27.6	11.5	.05	1.2	.....	9 mos.	12-85	5.3	5.0	.1	.1	.03	.03	18.8	17.2	1.0	.9	.43	.39
Natl Pizza M	22.00	.50	2.3	22.00	21.00	22.00	8.25	240	.43	.64	- 32.8	24.7	.00	.0	.....	9 mos.	12-85	16.0	9.9	1.2	.8	.23	.15	47.2	30.4	4.2	2.8	.75	.56
Naugles Inc M	3.50	- .38	- 9.7	3.88	3.50	6.00	1.38	588	1.33	1.50	- 11.3	NE	.00	.0	.....	6 mos.	12-85	27.7	27.6	(2.6)	(.1)	(.59)	(.04)	69.8	65.9	(4.2)	.3	(.94)	.06
Noble Roman O	6.25	- .25	- 3.8	7.00	6.25	8.50	5.00	41	.34	.41	- 17.1	NE	.00	.0	.....	9 mos.	09-85	5.6	4.5	(.2)	NC	(.24)	.03	15.8	13.4	(.4)	.1	(.37)	.09
Old Fashion Fd M	5.13	- .13	- 2.4	5.13	5.00	5.75	4.25	49	.36	.54	- 33.3	8.5	.00	.0	.....	6 mos.	11-85	3.7	3.5	.2	.1	.11	.11	7.4	6.8	.3	.3	.21	.24
Old Spag Wrehse M	6.25	- .13	- 2.0	6.63	6.25	8.25	5.88	84	.56	3.74	- 85.0	13.0	.00	.0	.....	6 mos.	12-85	3.5	3.3	.1	.1	.05	.16	7.2	6.5	.2	.2	.15	.23
Pancho Mex Buffet M	11.50	- .25	- 2.1	12.00	11.50	12.00	6.13	407	1.10	1.98	- 44.4	19.8	.13	1.1	.....	3 mos.	12-85	9.2	7.9	.4	.2	.10	.09	9.2	7.9	.4	.2	.10	.09
Piccadilly Caf M	24.00	- .25	- 1.0	24.50	24.00	25.13	15.81	197	.26	.55	- 52.7	18.5	.52	2.2	.....	6 mos.	12-85	53.3	48.4	3.4	3.0	.46	.40	103.6	94.8	6.0	5.7	.80	.76
Pizza Inn A	9.38	1.75	23.0	9.50	7.25	9.88	6.25	4,125	13.61	2.82	382.6	NE	.08	.9	.....	9 mos.	09-85	50.0	48.6	.1	.6	.02	.20	148.3	135.6	.5	2.5	.16	.81
Pizza Transit Auth O	1.88	.00	.0	2.13	1.88	2.63	.88	106	.47	2.81	- 83.3	NE	.00	.0	.....	3 mos.	11-85	.3	.2	(.2)	(.1)	(.11)	(.05)	.3	.2	(.2)	(.1)	(.11)	(.05)
Po-Folks M	10.75	.13	1.2	11.00	10.63	14.75	8.00	332	.75	1.61	- 53.4	21.9	.00	.0	.....	3 mos.	12-85	38.5	30.3	(.8)	.6	(.19)	.15	38.5	30.3	(.8)	.6	(.19)	.15
Ponderosa Sys N	14.38	.25	1.8	14.63	14.13	16.25	10.50	2,073	2.14	2.53	- 15.4	NM	.40	2.8	.....	9 mos.	11-85	113.4	122.8	2.3	2.3	.24	.22	348.3	366.8	4.6	11.5	.48	1.28
Primo Inc O	1.25	.00	.0	1.50	1.25	2.75	.69	144	.43	2.89	- 85.1	41.7	.00	.0	.....	fiscal	09-85	2.4	.9	(.2)	(.2)	(.05)	(.07)	5.4	3.8	.1	(.2)	.03	(.08)
RAX Restaurants M	7.63	- .25	- 3.2	8.00	7.63	10.00	5.00	397	.58	1.41	- 58.9	NE	.00	.0	.....	6 mos.	01-86	29.3	24.9	(.3)	(.5)	(.04)	(.08)	61.4	54.1	.0	.4	.00	.05
Rest Assoc A	8.63	- .50	- 5.5	9.25	8.63	10.50	4.50	72	.26	.88	- 70.5	11.5	.25	2.9	.....	fiscal	12-85	35.1	57.3	1.5	.5	.38	.14	140.0	155.1	3.0	1.5	.75	.39
Rest Mgmt M	15.75	1.75	12.5	16.50	14.75	16.50	10.50	507	2.39	2.11	13.3	23.5	.09	.6	NEW	3 mos.	01-86	11.4	9.9	.6	.5	.19	.21	11.4	9.9	.6	.5	.19	.21
Restec O	3.00	.00	.0	3.50	3.00	3.75	2.75	27	.15	.26	- 42.3	NE	.00	.0	.....	fiscal	06-85	1.2	.7	(.1)	.1	(.02)	.01	4.7	2.9	(.1)	.1	(.05)	.04
Ritzys G D M	1.00	.00	.0	1.13	1.00	3.00	.94	300	.58	.62	- 6.5	NE	.00	.0	.....	9 mos.	09-85	3.8	4.4	(3.1)	(.5)	(.60)	(.11)	10.7	10.6	(4.1)	(1.6)	(.79)	(.31)
Rusty Pelican M	10.50	- 2.50	- 19.2	13.25	10.38	17.25	10.25	3,346	11.84	3.02	292.1	12.7	.00	.0	.....	6 mos.	01-86	12.9	10.9	.1	.2	.05	.04	27.2	21.5	.4	.5	.15	.18
Ryans Family M	24.75	3.50	16.5	25.75	22.25	25.50	10.16	5,772	5.35	3.24	65.1	47.6	.00	.0	.....	fiscal	12-85	18.2	9.7	1.7	1.0	.17	.11	54.1	32.4	5.4	3.3	.52	.34
Saga Corp N	27.38	.13	.5	27.75	26.75	30.00	20.75	2,192	1.74	1.98	- 12.1	15.8	.52	1.9	.....	6 mos.	12-85	376.6	331.1	10.2	13.7	.80	1.03	687.5	602.7	12.8	19.4	1.00	1.45
Sandwich Chef M	8.88	.75	9.2	8.88	8.25	9.13	6.88	197	1.58	1.82	- 13.2	16.7	.00	.0	.....	6 mos.	12-85	7.1	7.1	.1	.1	.07	.11	14.4	14.0	.3	.3	.23	.27
Sbarro Inc A	30.50	1.50	5.2	31.00	27.75	31.38	11.13	364	.96	2.02	- 52.5	31.4	.00	.0	.....														
Sea Galley M	3.88	- .13	- 3.1	3.88	3.63	9.50	3.00	857	2.71	3.26	- 16.9	2.9	.00	.0	.....	9 mos.	09-85	14.6	15.7	.1	2.3	.05	.58	44.5	48.3	2.4	5.3	.75	1.35
Shoney's Inc M	33.63	.63	1.9	37.25	33.25	37.25	24.00	12,955	4.54	2.15	111.2	24.9	.18	.5	NEW	3 mos.	01-86	171.7	148.5	9.9	8.3	.34	.29	171.7	148.5	9.9	8.3	.34	.29
Shoney's South M	16.50	1.88	12.8	16.50	14.50	16.50	10.00	2,241	3.89	2.01	93.5	17.6	.00	.0	.....	fiscal	12-85	41.0	40.9	.7	1.5	.13	.25	179.1	167.1	5.4	7.3	.94	1.25
SIS Cp M	6.50	.50	8.3	6.50	6.00	6.75	3.75	170	1.10	.48	129.2	NE	.00	.0	.....	fiscal	12-85	3.6	2.3	.0	(.1)	.00	(.10)	13.5	7.9	.0	(.2)	.00	(.15)
Sizzler Rest Intl M	21.75	.25	1.2	22.25	21.25	21.75	12.19	1,563	1.52	2.14	- 29.0	20.0	.00	.0	.....	9 mos.	01-86	43.9	37.8	2.2	2.0	.22	.20	134.3	116.9	8.3	7.0	.81	.69
Skippers M	9.38	- .13	- 1.3	9.63	9.25	11.88	8.75	304	1.12	2.56	- 56.3	9.9	.08	.9	.....	9 mos.	09-85	17.2	14.5	.6	.5	.21	.18	48.7	42.3	1.7	1.6	.62	.60
So Hospitality M	4.13	- .25	- 5.7	4.38	3.88	5.63	3.75	1,299	2.60	1.80	44.4	10.1	.00	.0	.....	6 mos.	11-85	13.2	10.3	.4	.4	.07	.08	25.4	21.0	1.1	.8	.22	.16
Stuff Yer Face O	.25	- .06	- 20.0	0.34	0.25	1.09	.22	2,056	1.36	.68	100.0	NE	.00	.0	.....	6 mos.	09-85	.9	.5	(.2)	(.1)	(.01)	NC	1.7	1.0	(.3)	(.2)	(.02)	(.01)
Swensens Inc O	1.00	.00	.0	1.13	1.00	2.75	1.00	626	1.17	.36	225.0	NE	.00	.0	.....	9 mos.	09-85	2.8	12.7	.1	.2	.02	.04	8.6	18.0	(.2)	.2	(.02)	.05
Taco Villa O	3.25	.00	.0	3.50	3.25	6.75	2.75	61	.07	.09	- 22.2	NE	.00	.0	.....	fiscal	12-85	21.6	7.1	(.6)	.3	(.07)	.07	78.1	28.6	(.6)	1.2	(.07)	.30
Taco Viva M	3.25	- .25	- 7.1	3.50	3.25	6.88	2.38	367	1.07	.85	25.9	NE	.00	.0	.....	6 mos.	11-85	4.7	5.6	(1.2)	.3	(.34)	.08	11.0	12.2	(1.2)	.6	(.35)	.17
TGI Friday's N	8.25	- .25	- 2.9	8.75	8.25	12.38	6.88	538	.47	.76	- 38.2	15.9	.00	.0	.....	fiscal	12-85	78.3	75.6	.8	3.2	.04	.17	314.4	285.0	9.5	11.9	.52	.65
TGIF Texas O	2.00	.00	.0	2.50	2.00	2.25	2.00	2	.01	.04	- 75.0	NE	.00	.0	.....	9 mos.	09-85	3.3	2.8	(.2)	(.1)	(.10)	(.07)	9.8	8.3	(.6)	(.3)	(.38)	(.20)
TCBY Enterprises M	35.00	1.75	5.3	38.25	33.00	38.25	8.13	7,740	10.54	5.50	91.6	66.0	.00	.0	NEW	3 mos.	02-86	4.6	2.0	.8	.2	.11	.03	4.6	2.0	.8	.2	.11	.03
Transworld N	45.25	- 1.38	- 2.9	47.75	45.13	48.13	32.00	8,199	2.30	3.41	- 32.6	8.0	.48	1.1	.....	fiscal	12-85	654.7	522.9	133.6	29.5	3.51	.75	2151.6	2002.0	217.5	115.0	5.66	3.14
Twistee Treat O	3.94	- .94	- 19.2	4.19	3.94	5.56	2.06	7,053	4.09	2.18	87.6	NE	.00	.0	.....	9 mos.	10-85	.4	.2	(.4)	(.4)	(.07)	(.03)	1.5	.4	(1.0)	(1.0)	(.07)	(.09)
USACafes M	5.50	- .25	- 4.3	6.00	5.50	6.38	4.00	437	.69	1.55	- 55.5	13.1	.28	5.1	.....	3 mos.	12-85	4.7	4.6	.6	.4	.09	.07	4.7	4.6	.6	.4	.09	.07
Vicorp Restaurants M	18.00	1.50	9.1	18.63	16.75	28.25	15.25	5,838	6.92	7.22	- 4.2	48.

FINANCIAL NEWS

NOTES AND EXPLANATIONS: Market: N—New York Stock Exchange. A—American Stock Exchange. O—NASDAQ Over-The-Counter. M—NASDAQ National Market. **Reporting Period:** 3 mos.—First quarter of fiscal year. 6 mos.—First six months of fiscal year. 9 mos.—First nine months of fiscal year. fiscal—Fiscal year. NEW—New report since last issue. **General Field Footnotes:** NA—Not available or not applicable. NC—Data required for calculation currently incomplete in our files. NE—Negative earnings invalidate calculations. NM—No meaningful figure. a—stock dividend. b—cash plus stock dividend. **The Charts:** The *NRN* Stock Index calculates the per cent change in the market value of food-service operators since Oct. 28, 1983. The *NRN* Stock Index vs. Dow Jones Index calculates the relative performance of the two indexes from their levels of 52 weeks ago.

Source: Media General Financial Services

Oct. 28, 1983 = 100


NRN STOCK INDEX VS. DOW JONES INDEX
Food-Service Operators Market Value Relative Performance
110
105
100
95
90
0 4 8 12 16 20 24 28 32 36 40 44 48 52
May June July Aug. Sept. Oct. Nov. Dec. Jan. Feb. March April

	Stock Market											Financial Update																	
	Price							Volume							Latest Report			Latest Quarter						Year-to-Date					
	4-04-86	Weekly Change		Weekly Range		52-Week Range		Weekly Shares Traded		12-Week Avg. Vol.	Volume Trend	P/E	Indicated Divd. Rate		New			Revenue		Net Income		E.P.S.		Revenue		Net Income		E.P.S.	
Company and Market	Close	Amt.	Pct.	High	Low	High	Low	Total	% Out	As % Out	Change	Ratio	Amt.	Yld.	Report	Period	Ended	Latest	Yr. Ago	Latest	Yr. Ago	Latest	Yr. Ago	Latest	Yr. Ago	Latest	Yr. Ago	Latest	Yr. Ago
-	$	$	%	$	$	$	$	(100)	%	%	%	-	$	%	-	-	-	$Mil	$Mil	$Mil	$Mil	$	$	$Mil	$Mil	$Mil	$Mil	$	$
Hotels, Motels, and Casinos																													
Brock Hotel Cp ..... N	.94	.00	.0	0.94	0.88	3.50	.56	760	.54	.85	- 36.5	NE	.00	.0	.....	9 mos.	09-85	55.8	61.0	(39.1)	(24.6)	(2.81)	(1.87)	184.5	202.4	(39.0)	(26.3)	(2.80)	(2.00)
Club Med ..... N	24.63	- 2.00	- 7.5	26.75	24.63	27.88	19.88	978	.71	.58	22.4	23.7	.20	.8	.....	fiscal	10-85	58.2	48.6	(1.3)	(3)	(.09)	(.04)	279.7	235.3	14.2	12.0	1.04	1.14
Golden Nugget ..... N	12.50	- 1.00	- 7.4	13.63	12.38	14.75	9.50	5,443	1.64	2.06	- 20.4	19.2	.00	.0	.....	fiscal	12-85	90.6	93.1	(6.7)	(14.1)	(.19)	(.39)	365.0	384.9	22.6	8.1	.65	.23
Hilton Hotels ..... N	70.00	- 2.75	- 3.8	73.38	69.88	73.88	56.63	2,043	.83	.99	- 16.2	17.4	1.80	2.6	.....	fiscal	12-85	184.3	95.2	28.8	46.0	1.16	1.77	712.4	600.1	100.2	114.0	4.03	4.33
Holiday Cp ..... N	61.00	- 3.75	- 5.8	65.25	60.75	68.88	48.75	7,875	3.06	2.08	47.1	12.1	1.16	1.9	.....	fiscal	12-85	415.2	430.9	24.6	20.6	.99	.59	1802.5	1759.8	141.3	131.0	5.06	3.59
LaQuinta Mot ..... N	13.75	- .75	- 5.2	14.38	13.75	15.00	11.50	1,074	.73	1.45	- 49.7	32.0	.00	.0	.....	9 mos.	02-86	39.0	34.3	(1.3)	(.4)	(.09)	(.03)	132.0	115.6	3.9	6.7	.27	.46
Prime Mtr Inn ..... N	37.25	.41	1.1	37.88	36.75	37.88	18.84	4,159	1.45	1.85	- 21.6	33.0	.08	.2	.....	6 mos.	12-85	79.6	54.6	8.3	5.5	.31	.21	154.1	102.5	16.1	11.3	.61	.44
Ramada Inns ..... N	8.38	- .63	- 6.9	9.00	8.13	10.00	6.25	9,761	2.62	3.79	- 30.9	22.6	.00	.0	.....	fiscal	12-85	138.7	151.7	2.3	(2.1)	.06	(.05)	583.2	598.1	13.8	4.7	.37	.13
Servico Inc ..... M	25.25	- .50	- 1.9	25.50	24.75	26.63	16.59	196	.51	.91	- 44.0	18.8	.00a	.0	.....	9 mos.	09-85	42.3	48.9	.9	3.4	.23	.90	135.4	139.1	5.1	6.2	1.34	1.64
Sonesta Intl ..... M	23.75	2.25	10.5	23.75	21.50	27.00	21.00	1,010	6.62	.58	1,041.4	NE	.40	1.7	.....	fiscal	12-85	16.1	17.7	(3.0)	5.9	(1.96)	3.83	68.8	74.9	(3.3)	5.3	(2.17)	3.42
Utd Inns ..... N	45.00	- 1.00	- 2.2	46.38	45.00	46.38	36.00	111	.42	.32	31.3	23.8	.22	.5	.....	3 mos.	12-85	40.4	41.0	2.6	(.5)	.97	(.20)	40.4	41.0	2.6	(.5)	.97	(.20)
Other Companies with Food-Service Operations																													
Allegheny Bev ..... M	22.38	- 1.63	- 6.8	24.38	22.25	30.00	15.00	8,936	14.32	11.53	24.2	NE	1.60	7.2	.....	9 mos.	12-85	14.6	15.4	(.8)	.7	(.26)	.23	58.3	39.7	.4	1.8	.13	.62
Benihana Natl ..... M	9.25	- .63	- 6.3	9.50	9.13	21.13	8.38	689	2.31	4.21	- 45.1	15.9	.00	.0	.....	3 mos.	12-85	504.2	426.5	34.7	32.2	.26	.24	504.2	426.5	34.7	32.2	.26	.24
Disney Walt Co ..... N	36.25	- 1.25	- 3.3	37.75	35.63	38.00	18.59	24,354	1.86	2.52	- 26.2	27.7	.32	.9	.....	3 mos.	12-85	11.6	16.6	1.1	.3	1.16	.29	11.6	16.6	1.1	.3	1.16	.29
Flanigan Ents ..... A	4.38	.13	2.9	4.38	4.25	10.00	4.00	18	.19	.62	- 69.4	NE	.00	.0	.....	9 mos.	02-86	1153.9	354.8	46.4	(74.1)	1.04	(1.64)	3425.3	3300.6	141.3	35.6	3.17	.79
Gen Mills ..... N	71.50	- 3.63	- 4.8	75.00	70.63	80.25	52.00	5,349	1.20	1.90	- 36.8	17.8	2.32	3.2	.....	fiscal	12-85	2013.2	1830.8	44.7	59.1	.86	1.22	7260.1	6727.8	146.9	195.6	2.82	4.02
Grace W R ..... N	49.00	- 4.25	- 8.0	52.75	48.50	57.25	35.50	9,343	1.72	3.05	- 43.6	17.4	2.80	5.7	.....	fiscal	12-85	98.5	97.9	.4	2.9	.02	.22	356.2	363.8	(7.2)	9.5	(.64)	.71
Horn & Hardart ..... A	8.38	- .75	- 8.2	9.38	8.38	11.75	6.00	2,238	1.86	2.24	- 17.0	NE	.00a	.0	.....	6 mos.	01-86	63.1	57.9	1.5	2.0	.21	.30	126.7	127.4	2.5	4.9	.35	.73
LDBrinkman Cp ..... M	9.13	- .38	- 3.9	9.63	9.13	9.88	5.25	3,702	6.05	5.61	7.8	NE	.00	.0	.....	9 mos.	11-85	3.8	5.4	.1	(.5)	.03	(.10)	11.8	17.1	.2	(1.9)	.05	(.38)
Mortronics Inc ..... A	1.50	- .50	- 25.0	2.00	1.38	2.25	1.13	348	.69	.61	13.1	NE	.00	.0	.....	fiscal	12-85	260.3	524.3	(43.5)	8.1	(2.27)	.42	1026.4	2136.7	(21.6)	39.5	(1.15)	2.05
Ogden Corp ..... N	30.13	- 2.00	- 6.2	32.25	29.38	34.63	26.50	2,288	1.20	1.48	- 18.9	NE	1.80	6.0	.....	3 mos.	12-85	18.3	14.6	.9	.6	.17	.12	18.3	14.6	.9	.6	.17	.12
Pasquale Fd ..... M	24.50	.00	.0	28.00	24.50	28.00	8.00	1	.01	.21	- 95.2	38.9	.02	.1	.....	fiscal	12-85	2420.5	2272.7	89.3	89.6	1.02	.95	8056.7	7698.6	543.7	348.6	5.83	3.67
PepsiCo Inc ..... N	82.00	- 1.88	- 2.2	87.00	81.75	87.00	50.50	16,488	1.83	1.81	1.1	14.1	1.78	2.2	.....	6 mos.	11-85	1527.9	1256.5	55.0	66.1	1.26	1.52	2755.7	2280.0	97.7	105.0	2.24	2.42
Pillsbury Co ..... N	67.63	- .88	- 1.3	68.75	67.38	71.88	44.75	5,663	1.30	1.30	.0	15.9	1.72	2.5	.....	fiscal	12-85	5529.0	2767.3	334.0	250.0	1.17	.87	16595.0	9915.0	1001.0	935.0	3.60	3.13
Reynolds, RJ ..... N	38.13	- 3.88	- 9.2	42.63	37.00	44.50	24.75	54,624	2.16	1.48	45.9	10.6	1.48	3.9	.....	fiscal	12-85	3310.6	3011.0	43.5	30.6	.86	.65	12789.6	12034.9	212.5	160.3	4.41	3.41
Southland Corp ..... N	45.00	- 3.38	- 7.0	49.00	44.88	50.00	28.75	16,891	3.56	2.61	36.4	10.2	1.12	2.5	.....	fiscal	12-85	14.7	15.5	.9	1.6	.07	.14	29.0	29.7	1.9	3.0	.17	.27
Vie de France ..... M	7.00	- .25	- 3.4	7.25	7.00	12.25	6.50	871	.80	1.59	- 49.7	16.7	.23	3.3	.....	6 mos.	12-85												
Manufacturers and Distributors																													
Alco Standard ..... N	45.25	.00	.0	45.88	44.88	45.88	31.50	2,294	1.09	.81	34.6	20.1	1.24	2.7	.....	3 mos.	12-85	1021.2	901.8	14.8	16.2	.66	.73	1021.2	901.8	14.8	16.2	.66	.73
Anchor Hockng ..... N	28.75	- 1.00	- 3.4	30.00	28.50	30.25	20.63	1,778	1.69	2.20	- 23.2	NM	1.48	5.1	.....	fiscal	12-85	187.8	191.7	(7.6)	(26.4)	(.73)	(2.55)	720.3	713.0	2.4	(21.9)	.23	(2.12)
Anderson, Clay ..... N	52.38	- .63	- 1.2	53.25	51.13	61.25	35.63	1,772	1.46	2.12	- 31.1	29.9	.00	.0	.....	6 mos.	12-85	397.4	485.1	12.6	8.7	1.03	.72	770.7	929.8	15.5	10.7	1.27	.88
Angelica ..... N	27.50	- .50	- 1.8	28.50	26.25	29.63	20.13	1,301	1.40	1.21	15.7	14.9	.60	2.2	.....	fiscal	01-86	68.0	60.5	3.8	3.9	.40	.43	269.1	246.4	17.2	16.3	1.84	1.76
Anheuser Bu ..... N	47.50	- .38	- .8	49.38	47.25	49.38	26.38	16,761	1.20	1.42	- 15.5	16.7	.80	1.7	.....	fiscal	12-85	1697.9	1579.3	79.2	71.9	.51	.46	7000.3	6501.2	443.7	391.5	2.84	2.46
Bastian Indus ..... O	3.56	- .13	- 3.4	3.63	3.50	4.38	2.75	63	.23	.64	- 64.1	NE	.00	.0	.....	6 mos.	01-86	29.2	36.1	(1.4)	.7	(.55)	.24	61.9	73.9	(1.7)	1.4	(.72)	.44
Beatrice Cos ..... N	49.50	.25	.5	49.63	48.38	49.63	29.25	51,145	4.68	3.78	23.8	12.6	1.80	3.6	.....	9 mos.	11-85	3024.0	3748.0	88.0	127.0	.79	1.34	8647.0	9196.0	216.0	300.0	2.04	3.16
Borden Inc ..... N	57.63	- 3.50	- 5.7	62.13	57.00	62.13	32.38	6,880	1.35	1.45	- 6.9	15.4	1.68	2.9	.....	fiscal	12-85	1246.6	1145.3	55.7	52.6	1.09	1.00	4716.2	4568.0	193.8	191.4	3.75	3.57
Bridgford Fds ..... M	7.00	2.75	64.7	7.75	4.75	7.75	3.75	246	1.96	.26	653.8	38.9	.00	.0	NEW	fiscal	10-85	12.8	13.7	.1	.2	.10	.14	50.6	50.9	.2	.4	.18	.32
Campbell Soup ..... N	52.88	- 2.63	- 4.7	57.38	52.50	58.13	32.00	7,243	1.12	.78	43.6	16.1	1.32	2.5	.....	6 mos.	01-86	1180.6	1063.1	69.7	60.2	1.08	.94	2258.2	2062.0	121.5	106.8	1.88	1.66
Canandaigua W ..... A	64.00	2.50	4.1	65.88	63.00	67.00	27.50	193	1.01	1.16	- 12.9	12.2	.00	.0	NEW	6 mos.	02-86	29.9	22.6	1.8	1.4	.95	.73	62.7	51.7	3.6	3.1	1.88	1.60
Carling OKeef ..... N	10.38	- .50	- 4.6	11.63	10.13	12.38	8.38	441	.20	.09	122.2	NM	.48	4.6	.....	9 mos.	12-85	231.7	143.4	2.7	(7.6)	.10	(.37)	735.7	481.1	6.4	18.9	.22	.80
Castle & Cooke ..... N	16.75	.00	.0	17.00	16.38	17.50	10.00	4,274	1.04	1.23	- 15.4	17.3	.00	.0	.....	6 mos.	12-85	329.9	324.2	(3.3)	(51.7)	(.21)	(2.09)	803.5	784.6	2.0	(63.9)	(.24)	(2.68)
Clorox Co ..... N	53.38	- 3.75	- 6.6	57.75	52.75	58.25	33.63	2,807	1.06	1.61	- 34.2	15.5	1.36	2.5	.....	6 mos.	12-85	207.1	209.6	13.6	12.1	.51	.46	492.2	466.1	40.0	35.1	1.51	1.33
Coca Cola Co ..... N	100.00	- 6.00	- 5.7	107.75	98.50	110.00	66.00	15,016	1.15	1.17	- 1.7	18.1	3.12	3.1	.....	fiscal	12-85	1936.9	1783.7	189.4	130.4	1.45	1.00	7903.9	7364.0	722.3	628.8	5.51	4.76
Coors, Adolph ..... M	26.00	- 1.50	- 5.5	27.63	25.75	27.63	14.75	7,170	2.03	2.66	- 23.7	17.1	.50	1.9	.....	fiscal	12-85	278.9	248.3	7.8	.2	.22	.01	1281.1	1132.6	53.4	44.7	1.52	1.28
ConAgra ..... N	49.63	- 2.13	- 4.1	52.50	49.50	52.50	30.13	2,474	.75	.71	5.6	17.1	1.00	2.0	.....	9 mos.	02-86	1302.1	1220.9	21.2	19.2	.61	.55	4322.0	4107.7	74.6	66.1	2.16	1.90
Corning Glass ..... N	73.38	- 1.13	- 1.5	76.50	72.63	76.50	34.75	6,822	1.60	1.30	23.1	29.0	1.40	1.9	.....	fiscal	12-85	398.1	404.1	28.5	14.5	.66	.34	1690.5	1732.7	107.6	88.9	2.53	2.11
CPC Intl Inc ..... N	61.25	- 2.63	- 4.1	64.00	61.00	65.50	38.75	6,258	1.29	1.04	24.0	21.0	2.20	3.6	.....	fiscal	12-85	1071.5	1074.2	51.9	55.2	1.07	1.14	4209.9	4373.3	142.0	193.4	2.92	3.98
Crown Zeller ..... N	44.75	- 1.63	- 3.5	46.88	44.63	46.88	35.75	5,206	1.91	1.58	20.9	16.5	1.00	2.2	.....	6 mos.	06-85	769.4	772.3	21.5	32.5	.63	1.04	1531.4	1489.5	40.7	53.7	1.19	1.68
Dart & Kraft ..... N	48.00	- 3.88	- 7.5	52.13	47.50	53.50	29.75	19,572	1.36	1.37	- .7	14.9	1.56	3.3	.....	fiscal	12-85	2658.7	2478.2	142.3	125.5	.98	.86	9942.3	9758.7	466:1	455.8	3.22	3.00
Dean Foods ..... N	49.75	.75	1.5	50.50	49.00	50.50	29.63	910	.66	.63	4.8	21.5	.56	1.1	.....	fiscal	12-85	266.3	251.6	9.4	8.1	.68	.59	1034.1	923.1	31.8	26.5	2.31	1.93
Doskocil Cos ..... O	2.13	- .19	- 8.1	2.31	2.00	2.31	1.00	6,121	1.18	1.13	4.4	42.5	.00	.0	.....	fiscal	12-85	35.5	24.6	.4	.5	.01	.01	114.9	104.2	2.8	3.1	.05	.06
Economics Lab ..... M	46.00	- 2.88	- 5.9	48.75	45.75	50.00	28.50	1,871	1.41	2.12	- 33.5	14.9	1.04	2.3	.....	6 mos.	12-85	202.7	179.7	10.1	9.2	.76	.68	389.8	343.9	18.9	16.7	1.41	1.23
Fleming Cos ..... N	40.25	- 2.63	- 6.1	43.00	40.25	44.75	34.13	5,615	2.61	1.65	58.2	14.0	1.00	2.5	.....	fiscal	12-85	1813.1	1524.4	17.1	15.5	.79	.79	7095.0	5511.8	60.1	49.6	2.87	2.70
Fort How Pap ..... N	52.25	- 3.88	- 6.9	55.75	51.88	58.00	30.75	3,812	.57	.66	- 13.6	21.2	.92	1.8	.....	fiscal	12-85	318.7	323.6	35.9	31.0	.56	.49	1363.3	1338.6	157.0	133.1	2.47	2.11
Heinz, HJ ..... N	37.38	- 2.25	- 5.7	40.38	37.13	40.38	22.63	12,017	.90	.81	11.1	17.9	.90	2.4	.....	9 mos.	01-86	1013.3	845.8	63.2	55.9	.46	.41	3146.9	2907.5	219.7	197.6	1.60	1.44
Hormel, George ..... A	29.38	.25	.9	30.75	29.25	30.75	16.19	708	.37	.27	37.0	14.4	.56	1.9	.....	3 mos.	01-86	480.8	357.2	8.9	8.3	.46	.43	480.8	357.2	8.9	8.3	.46	.43
Intl Multifood ..... N	41.13	.00	.0	41.63	40.75	43.25	26.75	483	.59	1.10	- 46.4	13.6	1.76	4.3	.....	9 mos.	11-85	364.5	339.6	9.7	12.6	1.18	1.55	1002.1	899.3	18.0	14.9	2.19	1.82
James River ..... N	43.00	- 1.25	- 2.8	44.88	42.25	45.25	24.00	10,481	3.10	1.71	81.3	14.3	.56	1.3	.....	9 mos.	01-86	608.6	582.7	15.7	14.8	.38	.42	1913.0	1847.1	68.0	67.3	1.92	2.09
Kellogg ..... N	39.00	- 3.38	- 8.0	43.38	37.88	43.38	22.94	8,532	.69	.84	- 17.9	17.1	1.00	2.6	.....	fiscal	12-85	718.0	639.7	54.2	44.7	.44	.33	2930.1	2602.4	281.1	250.5	2.28	1.68
Lily Tulip ..... M	19.63	1.88	10.6	20.00	19.13	20.63	14.88	15,494	6.80	4.02	118.9	15.8	.30	1.5	.....	3 mos.	12-85	66.4	64.8	2.8	2.4	.16	.14	66.4	64.8	2.8	2.4	.16	.14
Litton Ind ..... N	82.38	- 3.50	- 4.1	85.75	81.38	93.50	65.50	5,804	2.15	2.51	- 14.3	11.5	.00	.0	.....	6 mos.	01-86	1166.1	1124.8	47.0	74.1	1.68	1.73	2269.0	2291.7	90.7	141.9	3.24	3.33
Manitowoc ..... M	19.50	- .25	- 1.3	20.00	19.50	24.50	18.00	1,404	1.29	2.18	- 40.8	17.3	.80	4.1	.....	6 mos.	12-85	51.3	35.7	.5	2.0	.05	.19	86.0	63.3	4.0	3.9	.37	.36
McCormick ..... M	42.25	.63	1.5	42.88	41.63	43.25	30.75	1,884	1.54	2.40	- 35.8	18.2	.88	2.1	.....	3 mos.	02-86	223.2	190.9	4.2	3.6	.35	.30	223.2	190.9	4.2	3.6	.35	.30
Oneida Ltd ..... N	16.75	- .25	- 1.5	17.25	16.75	17.38	12.00	593	.90	.62	45.2	62.0	.80	4.8	.....	fiscal	01-86	60.4	61.8	1.5	1.6	.22	.24	252.1	275.3	1.9	9.9	.27	1.50
Philip Morris ..... N	111.00	- 7.88	- 6.6	119.50	109.50	126.50	72.00	34,294	2.88	2.22	29.7	10.6	4.60	4.1	.....	fiscal	12-85	1480.6	2370.4	101.9	104.5	2.37	.85	12149.0	10137.7	1074.0	888.5	10.47	7.24
Proct & Gambl ..... N	73.63	- 1.25	- 1.7	75.25	71.25	76.88	50.38	14,833	.89	1.01	- 11.9	17.8	2.60	3.5	.....	6 mos.	12-85	3865.0	3375.0	165.0	137.0	.99	.81	7470.0	6860.0	415.0	360.0	2.48	2.15
Quaker Oats ..... N	66.63	- 3.13	- 4.5	70.00	66.38	70.38	41.75	5,110	1.29	1.32	- 2.3	16.8	1.40	2.1	.....	6 mos.	12-85	916.8	899.2	36.1	31.3	.89	.75	1762.4	1765.2	63.8	57.0	- 1.57	1.36
Ralston Purina ..... N	58.00	- 3.50	- 5.7	61.88	57.50	64.00	38.75	6,120	.79	1.02	- 22.5	13.2	1.10	1.9	.....	3 mos.	12-85	1331.0	1577.6	174.3	82.8	2.23	.98	1331.0	1577.6	174.3	82.8	2.23	.98
Reynolds Metal ..... N	47.75	- 1.50	- 3.0	50.63	47.50	52.75	30.25	4,850	2.23	2.25	- .9	NE	1.00	2.1	.....	fiscal	12-85	806.9	839.6	(4.3)	32.1	(.36)	1.48	3415.6	3728.3	(297.5)	131.0	(13.92)	6.07
Rykoff SE ..... A	25.25	- .13	- .5	25.88	25.00	29.13	19.63	959	1.38	.96	43.8	16.0	.60	2.4	.....	9 mos.	01-86	290.2	206.5	2.0	2.2	.28	.29	760.1	635.6	7.7	7.9	1.10	1.31
Rymer Co ..... N	19.25	- 1.13	- 5.5	20.50	19.25	20.88	12.75	477	1.81	2.28	- 20.6	18.9	.00	.0	.....	3 mos.	01-86	57.1	21.6	.5	1.1	.01	.44	57.1	21.6	.5	1.1	.01	.44
Sara Lee ..... N	59.63	.00	.0	62.75	59.38	62.75	36.50	7,167	1.34	1.14	17.5	15.4	1.60	2.7	.....	6 mos.	12-85	2052.8	2100.8	61.3	54.2	1.11	.94	3997.4	4053.1	108.2	98.1	1.95	1.70
Scott Paper ..... N	58.50	- 1.50	- 2.5	61.13	57.25	63.25	35.38	7,074	1.95	1.44	35.4	12.9	1.24	2.1	.....	fiscal	12-85	826.6	968.7	49.6	49.9	1.31	1.02	3049.5	2847.3	201.1	187.0	4.52	3.83
Shelby Wms ..... M	22.63	1.13	5.2	22.88	21.25	23.13	12.28	1,329	1.29	1.26	2.4	27.6	.16	.7	.....	fiscal	12-85	33.8	28.1	3.1	2.3	.31	.22	118.0	100.7	8.4	6.4	.82	.62
Smucker, J.M. ..... N	43.38	- .25	- .6	45.00	42.63	51.75	26.31	408	.55	.63	- 12.7	18.7	.60	1.4	.....	9 mos.	01-86	62.0	54.3	3.6	3.5	.49	.47	197.6	167.5	12.0	10.7	1.62	1.44
Staley Cont ..... N	24.88	- 3.63	- 12.7	28.75	24.75	28.75	18.50	9,254	3.25	2.33	39.5	85.8	.80	3.2	.....	3 mos.	12-85	714.3	571.9	5.6	2.8	.19	.09	714.3	571.9	5.6	2.8	.19	.09
Sysco Corp ..... N	25.50	- 2.13	- 7.7	28.00	24.50	30.38	16.44	6,430	1.47	.94	56.4	19.9	.24	.9	.....	6 mos.	12-85	802.8	655.2	15.4	12.9	.36	.30	1537.5	1288.2	29.6	25.2	.69	.59
Tyson Food Inc ..... M	42.00	2.00	5.0	43.50	40.75	43.00	16.69	2,994	1.41	2.20	- 35.9	22.8	.06	.1	.....	3 mos.	12-85	294.2	268.5	10.8	8.3	.51	.43	294.2	268.5	10.8	8.3	.51	.43
Wilson Foods ..... M	7.88	- .38	- 4.5	8.25	7.88	8.63	4.25	1,511	2.52	3.17	- 20.5	NE	.00	.0	.....	6 mos.	01-86	368.0	382.4	51.3	(5.9)	(.55)	(1.00)	738.2	784.6	27.3	(5.8)	(4.55)	(.98)

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